PACIFIC SOUTHWEST REGION (REGION 7)

NATIONAL NETWORK OF LIBRARIES OF MEDICINE

Pacific Southwest Regional Medical Library (PSRML)

Serving the states of Arizona, California, Hawaii, and Nevada, and the U.S.-Associated Pacific Basin.

Quarterly Progress Report

February – April 2005

TABLE OF CONTENTS

REGIONAL SERVICES AND PROGRAMS

APPENDICES

Quarterly Progress Report
Pacific Southwest Regional Medical Library (PSRML)
National Network of Libraries of Medicine, Pacific Southwest Region
February -April 2005

A. NETWORK PROGRAMS
1. Providing health professionals with a basic level of information services

Loansome Doc service in the Pacific Southwest Region is offered to:
- Affiliated users by 190 libraries
- Public users by 50 libraries
- Unaffiliated health professionals by 69 libraries
- International libraries by 17 libraries
- International users by 14 libraries

2. Assessing the needs of health science libraries

- We received and provided answers to a variety of questions from Network members. Sample topics included: NLM's research project, AskMedline; standards for hospital libraries; DOCLINE membership (from an Egyptian library); what will happen to Hawaii Medical Library's journals since it will be changing it's focus; how to identify peer reviewed journals in Medline; how to plan and develop the hospital library resources budget; and careers in medical librarianship.
- We received and responded to a number of questions regarding LinkOut. These included display of icons and linking out using Serials Solutions.
- One professional development award was funded during the quarter for a Network librarian to attend the continuing education class "An Evidence-based Approach to Complementary and Alternative Medicine" offered in conjunction with the 2005 Annual Meeting of the Medical Library Association.
- In March, a letter was sent to the CEO of the Petaluma Health Care District, requesting continued support for the Redwood Health Library in Petaluma, and encouraging the library to enlist the services of a professional librarian. See Appendix C for a copy of this letter.
- PSRML filled **35** requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed a total of **12, 465** NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services; Health Hotlines Booklets, MedlinePlus Bookmarks, MedlinePlus and NLM Pens, MedlinePlus Posters and PSRML mouse pads.

- The following videotapes and DVDs were circulated to network members during the quarter via our PSRML multi-media laon page. No audiotapes were circulated:

    DVDs/Videotapes:

    - Roles and Essential Skills of the Expert Researcher – 4

- Internet Librarian 2004 – 2

- Library as a Place – 2

- 2004 MLA Teleconference: The Art and Practice of Electronic Journal, Book, Database Licenses – 5

- Changing the Face of Medicine DVD – 1

- 2003 MLA Teleconference: Reading Between the Lines: Focusing on Health Information Literacy – 1

- NLM: Branching Out – MeSH Vocabulary – 1

3. Managing the NN/LM Network membership program for the region

According to DOCLINE, Region 7 has a total of 664 network members: 249 Affiliate and 415 Full Members. During this quarter, we added two new Full Members and three new Affiliate Members.

Kay visited the Phoenix Public Library to welcome them as new network affiliate members and to encourage them to consider hosting one of the public library workshops.

4. Implementing the Regional Document Delivery Plan

Of the 413 DOCLINE libraries in the Pacific Southwest:
- 121 or 29.3% participate in EFTS
- 118 or 28.6% are members of FreeShare

We received and responded to questions regarding: joining FreeShare; what happens to Loansome Doc when a DOCLINE library is in Inactive Status; routing table update procedures; filing a retired request; when to update DOCLINE requests as filled; problems with PubMed's clipboard from within DOCLINE; listing e-journals in DOCLINE; software that "expires" PDF requests; getting serials holdings list in Excel format; how to get old DOCLINE statistics; and DOCLINE delivery methods.

We provided training to staff in five libraries.

5. Meeting responsibilities of Resource Libraries and the RML

On February 28, 2005, the Hawaii Medical Library officially ended its status as a Resource Library. Beginning March 1, 2005, the library assumed a new responsibility, serving as a Primary Access Library for the Queen's Medical Center in Honolulu, HI. HML has had a distinguished service record as a Resource Library, providing meritorious service not only to the Pacific, but the entire Pacific Southwest Region and the rest of the nation as well.

DOCLINE statistics for January through March 2005 show Region 7 Resource Library fill-rate (excluding cost) to average 76%.

Regional Resource Libraries not currently participating in EFTS were asked about their ability to participate in the future. All libraries responded that they will be able to participate.

In February, Heidi Sandstrom agreed to become a member of the Proposal Assistance Working Group convened by the NNO.

On February 1, Heidi met with Naomi Adelman, Associate Director of the NN/LM Middle Atlantic Region and gave her a tour of the office and library.

6. Establishing and maintaining effective communication

One final bimonthly issue of *Latitudes* was published during this quarter, the January/February 2005 issue. That issue included articles on the RML Directors meeting, NLM's Symposium on Community-Based Health Information Outreach, AIDS Community Information Outreach Projects for 2004, Google Scholar, searching institutions in DOCLINE, web browsers, DOCLINE's time-triggered actions, and LinkOut icon displays.

Beginning in March, 2005, Latitudes is now published in blog format. We have had positive response to this change with only a few negative comments. The new format is much easier to manage and takes less production time. We continue to provide access to individual articles, a popular feature for training and consultation.

NN/LM PSR web usage summary statistics for the quarter are as follows:

Month	Visits	Page Views
February 2005	15,233	120,616
March 2005	13,875	123,726
April 2005	21,167	154,480

Website visits increased substantially starting in February 2005 through April 2005 with a substantial spike in visits and page views. The cause for this drastic increase in visits was most likely due to the availability of our newsletter in blog format as well as its RSS feed capabilities. More detailed statistics can be found at: https://staff.nnlm.gov/usage/psr/

During the quarter Michael continued to refine his work on the PSR Web site redesign. He also made the decision in late February to proceed with implementation of WordPress blog software to publish our newsletter, *Latitudes* .

In March, Michael investigated the possibility of using Genesys Web Conferencing for PSR video and teleconferences. In addition, both the Genetics Home Reference and Household Products Database video tutorials were released on the PSR Distance Learning Resources web page: http://nnlm.gov/psr/training/distance_learning/

In addition to the RML, DOCLINE, LinkOut, Tribal Connections, Outreach and Consumer Health teleconferences, PSR staff started attending the Special Populations Outreach Coordinators (SPOC) and Go Local teleconferences.

In March, we announced the regional sites for the Changing Face of Medicine exhibit:

Glendale Public Library, Glendale, Arizona
U. Arizona, Arizona Health Sciences Library, Tucson, Arizona
U. California Fresno, Medical Education Program, California
U. Nevada School of Medicine Medical Library, Reno, Nevada

Heidi Sandstrom's article, "Watch Your Language" was published in the Fall 2004 issue of Library Trends. This article is about the one-day symposium we hosted in January 2004 called, "Stake Your Claim to Health Literacy." See Appendix C for a copy of this article.

7. Consulting with the Regional Advisory Committee

The RAC was informed of the NN/LM 2006-2011 RFP. The Year 4 meeting is being deferred to Year 5.

8. Monitoring and evaluating regional programs

- Provided feedback regarding Tox Town's US Mexico border.

- Reported some problems with the OARF system that were addressed.

- A feedback session was conducted as part of the RML Update at the Joint MLA Chapters meeting in Long Beach. The discussion was facilitated by Marshall Keys.

9. Obtaining feedback from users and recommending ways of improving information access.

- Worked with a librarian from the Public Health library at the University of California at Berkeley to modify the PubMed Basics trifold brochure for her public health patrons.

- Helped a librarian looking for information on hospital and public library cooperative collections to locate some possible examples.

- Assisted a potential Guam network member with locating NTCC classes in the states.

10. Providing a computer-equipped training facility.

- The Computer Training Lab continued to be used for the UCLA David Geffen School of Medicine, Dean's Office; UCLA Department of Molecular and Medical Pharmacology; UCLA Biomedical Library staff for staff development programs, and PSR staff for teleconferences.

- On March 9 PSR hosted the MLA Webcast "Partnering for Public Health: Information, Librarians, and the Public Health Workforce" in the training lab.

- On March 21-22, the NTCC used the training lab for their Pubmed and Gateway classes.

11. Provide feedback to the NLM from user and non-users on NLM and NN/LM products and services.

On March 30, Director Judy Consales, IAIMS Project Librarian Natalie Kamper, and the RML staff met with Gary Strong, UCLA University Librarian, and a group of visiting ARL Research Library Fellows, to share ideas with Gary in anticipation of his attendance at NLM's Strategic Visions Working Group Meeting on April 11-12, 2005, in Washington, D.C. Fellows in attendance included:

Neil Rambo
Associate Director, Health Sciences Libraries
University of Washington

Gerald Beasley
Director, Avery Architectural and Fine Arts Library
Columbia University

David Goldsmith
Head, Acquisitions and Director of Licensing
North Carolina State University Libraries

Rebecca Graham
Associate Director for Library Operations, Countway Library of Medicine
Harvard University

John Riemer
Head, Cataloging and Metadata Center
University of California, Los Angeles

Eleanor Mitchell
Head of Undergraduate Library
University of California, Los Angeles

Beth Sandore
Associate University Librarian for Information Technology Planning and Policy
University of Illinois at Urbana-Champaign

12. Promoting and encouraging the submission of applications for NLM-funded grants.

We continued to promote the availability of our Express Outreach Awards during the quarter; the 2005 AIDS Community Information Outreach RFP was promoted to the region in April in order to solicit proposals.

13. Following up on NLM-funded grants.

An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in Appendix A.

Clinical Internet Training Lab – San Mateo Medical Center Library
Subcontractor Mark Constantz completed the project during the quarter by presenting numerous overviews of PubMed and Internet resources at orientation sessions for nurses on a monthly basis, to make clinical practitioners more aware of the resources. Some nurses are not native English speakers but once they become familiar with the resources, especially Spanish-language ones, they are very excited about the possibilities.

Total Training/Demonstrations:	**2**
Total sessions of participants were 50% ≥ minorities:	**2**
Total Participants:	**25**

Internet Professional and Consumer Medical Information Access – Guam Memorial Hospital Authority
During this quarter, subcontractor Arlene Cohen presented a one-credit Continuing Medical Education session, *Finding Consumer Health Resources on the Internet,* at Guam Memorial Hospital on February 17, 2005. The educational objectives covered included a discussion of why consumer health information is important and evaluation of web sites, with a focus on cancer information. Eight people attended the session. A similar presentation was also given at the 11th Annual Guam System for Assistive Technology Conference, on March 11, 2005.

Total Training/Demonstrations:	**3**
Total sessions of participants were 50% ≥ minorities:	**2**
Total Participants:	**205**

Enhancing AZHealthInfo.org; Phase II of the Arizona Turning Point Public Health Information Centers Project – Arizona Health Sciences Library
Work on the Go Local portion of the project continued during the quarter, with approximately 200 records added to the database. Subcontractor Jeanette McCray met with representatives from Planned Parenthood of Southern Arizona, who are interested in having their information included in the database. A list of topics for the database is being developed, and a soft relaunch of AZHealthInfo occurred on March 1, 2005.

Total Training/Demonstrations:	**N/A**

Access to Health Information for Arizona's Tribal Nations—Arizona Health Sciences Library
This project was completed during the quarter, culminating in a two-day conference for tribal librarians on health information, which was held in Tucson, AZ, March 31-April 1, 2005. The

Arizona State Library, Archives, and Public Records was a partner in planning the conference, which was very well received. Sixteen librarians from around the state attended. Workshops covering accessing PubMed, MedlinePlus, and other health information resources continued to be presented all over the state. A tribal listserv was established to maintain contact with everyone met during the course of the project and to share announcements of conferences, resources, news reports, and other information. Tribal members have often indicated that the listserv is a valuable resource. The subcontractors plan to continue keeping in touch with the contacts made, and seeking additional partnering opportunities with the State Library to promote health information.

Operation Health Outreach – Glendale, Arizona Public Library
During the quarter, subcontractor Frieda Ling contacted over 100 health-related organizations by phone and mail about participating in an April 9 Health Fair. She got a 50% participating rate from her efforts. Ms. Ling conducted 12 training and demonstration sessions during the quarter, including three health seminars and nine Internet classes. Nearly all participants were Hispanic. During the next quarter Ms. Ling plans to prepare bilingual pathfinders and host an additional health fair.

Total Training/Demonstrations:	**12**
Total sessions of participants were 50% ≥ minorities:	**11**
Total Participants:	**193**

Pilot Program to Train Staff at Two Student-Run Clinics in Consumer Health Resources – University of California, Davis, Medical Center Library
During the quarter subcontractor Rebecca Davis reported that no activity had taken place.

Total Training/Demonstrations:	**N/A**

Lung Express at Preuss: Peer Training Project – University of California, San Diego, Medical Center Library
During the quarter subcontractor Craig Haynes completed the project. Peer trainers in the 12th grade learned about online resources for respiratory health and disease in MedlinePlus, ToxTown, and other NLM resources. The peer trainers were then assigned to do a report or PowerPoint presentation in which they had to use the resources, which were presented to them by the subcontractor. During the execution phase of the project, the peer trainers delivered information learned to 9th grade students. The peer trainers encouraged their younger counterparts to visit sites such as MedlinePlus to get quality health information and complete school assignments.

Total Training/Demonstrations:	**5**
Total sessions of participants were 50% ≥ minorities:	**5**
Total Participants:	**88**

Consumer Health Information Community Service – Pacific College of Oriental Medicine
During the quarter subcontractor Naomi Broering conducted an advertisement program at the Pacific Beach Branch of San Diego Public Library. She also identified ten practitioners in family medicine who serve minority populations in Pacific Beach, and several of them were able to attend an initial training session. Due to the difficulty of getting busy health professionals to attend training sessions at the public library branches, Ms. Broering plans to visit clinics, in order to provide instructional materials at the convenience of the practitioner. In the next quarter, Ms. Broering will shift training sessions to the La Jolla/Riford branch of San Diego Public Library, and will also hold classes at Clairemont Senior Center.

Total Training/Demonstrations:	**15**
Total sessions of participants were 50% ≥ minorities:	**1**
Total Participants:	**145**

Access to Electronic Health Information Projects:

Facilitating School Nurses' Access to Electronic Data - **Library & Information Access, San Diego State University, San Diego, CA**
During this quarter, subcontractors Marilyn Hall and Renee McLeod presented a workshop related to handheld technology at the California School Nurse Organization's Annual Conference *Unity in Diversity: Health is the Connection* on February 5, 2005. On February 12, 2005, Ms. Hall and Ms. McLeod made a second site visit to provide support to eight regional school nurses in the Imperial County town of Brawley, CA. The project was completed during the quarter, but the two subcontractors plan to continue trainings in a format that will require less personal time on their part. Future trainings would focus less on the PDA and Internet basics, and more on clinical queries, effective reference materials, and practical tips for organized use of electronic tools and information management.

Total Training/Demonstrations:	**2**
Total sessions of participants were 50% ≥ minorities:	**0**
Total Participants	**104**

Design and Implementation of Web-based Video Library of Neuromuscular Channelopathies – Judith Tuttle Memorial Library, Periodic Paralysis Association
During this quarter subcontractor Patrick Cochran completed the initial phase of the system's design. He also established the blueprint for the project with the Synapse Project and began initial programming. The system's administrative features are being fine-tuned and debugged to optimize camera systems. Database development is nearing completion. Completion of the web site demonstration page will be the primary focus of activity for the next quarter.

Total Training/Demonstrations:	N/A

Senior Health Project – Pacific College of Oriental Medicine
During this quarter, subcontractor Naomi Broering conducted 47 training sessions at the senior centers, and the ongoing instructional program continues to function well at both project sites. A major accomplishment during the quarter was the addition of "Senior Health Databases" to the Library web page, which includes numerous government and health organization links to specific information for seniors. Flyers were developed to advertise all computer class workshops. An abstract was submitted to the Medical Library Association for a poster session at the 2005 annual meeting in San Antonio describing the project. The poster session was approved for two days of presentation in May, 2005.

Total Training/Demonstrations:	48
Total sessions of participants were 50% ≥ minorities:	14
Total Participants:	246

Health & Education Through the Library Access Program (HELP)—Verde Valley Medical Center
During this quarter subcontractor Karen Fanning hired a new support person because the first one did not work out. Ms. Fanning provided training to several of her partner organizations, including Catholic Social Services and the Old Town Mission. She also provided training to groups such as the Kiwanis Club of Sedona, AZ, the Cottonwood City Council, and the United Way Directors Council. Ms. Fanning also submitted an application to do a poster session about the project at the Arizona Library Association annual meeting. In addition to the 14 training sessions conducted during the quarter, Ms. Fanning participated in two exhibitions, Camp Verde Stampede Days and Verde Valley Medical Center's Pharmaceutical/Book Fair.

Total Training/Demonstrations:	11
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	119

Subcontracts were sent for signature to the Community Health Library, Marshall Medical Center, Placerville, CA; Herrick Library, Grossmont Healthcare District, La Mesa, CA; and MultiMedia Library, Kaiser Permanente Hospital, Oakland, CA.

B. OUTREACH PROGRAMS

1. Outreach to Health Professionals

At the Joint Meeting in Long Beach, Alan Carr encouraged two Network members who were interested in applying for Express Outreach Awards, and answered their questions about the program. As a result, both of them successfully applied and received funding for their projects.

Alan Carr presented two "Introduction to PubMed" workshops to about 30 librarians, health sciences faculty, and graduate students in the health sciences at California State University, Northridge on March 11, 2005.

Alan Carr presented two PubMed workshops to about 20 people at the Yuma, AZ, Regional Medical Center on April 6, 2005. The attendees were very enthusiastic about the training. Several attendees from Arizona Western College approached Alan about doing another session for their institution, and a pharmacist who attended the training approached Alan about giving a PubMed session for the Arizona Directors of Community Health Centers Pharmacies, probably in the fall of 2005.

On April 5, 2005, Alan Carr met with several representatives from the Regional Center for Border Health in Yuma, AZ. He toured their health facility, heard about their promotores program, and gave them brief presentations about MedlinePlus and other NLM resources. As a result of this contact, NN/LM PSR was invited to present a paper at the 8th Annual National Community Health Workers/Promotores conference in August, 2005.

On April 7, 2005, Julie Kwan participated in an Open Access Health Fair at Mt. Zion Hospital in San Francisco, CA. She demonstrated PubMed Central, Biomed Central, and Public Library of Science to attendees.

2. Consumer Health Information Services

On April 7, 2005, Alan Carr met with the Director and Associate Director of Yuma County Public Library. He gave them packets of information about NN/LM products and services, and briefly demonstrated MedlinePlus and other NLM resources. They were interested in funding opportunities and additional training possibilities for public librarians in Yuma County. They also planned to update their NN/LM membership.

Alan Carr contacted the Refugee Health Information Network (RHIN) contact at the CA Department of Health Services, who planned to be in Los Angeles for a training session. She had initially indicated an interest in visiting the Regional Network Office, but had to cancel because of a scheduling change in her travel plans.

Kay Deeney conducted public library training at the combined San Jose Public Library and State University in February. She taught the Prescription for Success and the Looking in all the Wrong places: PubMed classes with over 46 attendees. In March, Kay taught Beyond an Apple a Day:

Providing Consumer Health Information in a Public Library and Prescription for Success at the Santa Cruz Public Library.

In February Kay participated in the Libraries for the Future (LFF) "Arizona EqualAccess Library Institute" Workshop in Phoenix. The training was arranged by the Arizona State Library Archives along with LFF. Kay taught sections of the Apple a Day Public library course. Pat Auflick, a network member from the University of Arizona Health Sciences Library also participated in training with web resources for the elderly and marketing of library services.

Kay and Heidi started discussions with people from the InfoPeople Project, part of the California State Library to do training for public library classes.

3. Training to Support Electronic Access to Health Information

Summation of Outreach Activities

Totals for RML and Subcontractors, Quarter 4 2004-5	
Total Training/Demonstrations:	111
Total sessions of participants were 50% ≥ minorities:	37
Total Participants:	1320

Totals for RML, Quarter 4 2004-5	
Total Training/Demonstrations:	13
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	195

We sponsored six sites in the region for the March 9 MLA Webcast, "Partnering for Public Health Information, Librarians, and the Public Health Workforce." They were:

Maricopa Integrated Health System, Phoenix, Arizona
Arizona Health Sciences Library, Tucson, Arizona
VA Long Beach Health Care System, Long Beach, CA
Loma Linda University Libraries, Loma Linda, CA
University of California, San Diego, CA
University of Nevada, Savitt Medical Library, Reno, NV

4. Exhibits and Presentations at Meetings

MLGSCA/NCNMLG Joint Meeting
Lennox Health Fair
Bravo Medical Magnet High School Health Education Fair
Los Angeles Marathon
American College of Physicians

Alan Carr updated the PubMed trifold used at exhibits and other outreach activities with information about MyNCBI and other major system changes that occurred in late 2004 and early 2005.

5. Technology Awareness and Integration

Promoted web access to the Distance Learning Resources we created on Genetics Home Reference and Household Products Database. These short guides highlight features of those web pages via a Flash player.

The Hawaii Medical Library contract for the NLM-Centric Network project ended this quarter. Fred Wood was notified of this in March.

6. Library Improvement

No activity this quarter.

7. Connections

No activity this quarter.

C.   OTHER ACTIVITIES

Heidi Sandstrom chaired the Roundtable Sharing event at the MLGSCA/NCNMLG Joint Meeting in Long Beach, CA; Alan Carr facilitated the Community-Based Outreach roundtable discussion.

Interviews for the NN/LM PSR Consumer Health Coordinator position were held on February 10, 11 and 14. An offer was extended to Julie Haugen on February 23; she declined the offer on March 4. The search was re-opened and two additional in-person interviews were conducted on April 19 and 26. An offer was subsequently extended to Kelli Ham, which she accepted. Her start date is May 18.

Kay Deeney, Alan Carr, and Heidi Sandstrom attended the MLA CE Webcast "Partnering for Public Health" on March 9, 2005.

Alan Carr attended the MLA CE class "Implementing WiFi: What to Look at Before You Leap" on March 24, 2005.

Heidi Sandstrom and Kay Deeney attended the Leadership and Emotional Intelligence CE course taught by Maureen Sullivan at the Joint MLA Chapters Meeting in February.

Julie Kwan co-presented a paper on February 4, 2005, at the Joint Meeting of Medical Library Groups in Long Beach with Irene Lovas from Cedars-Sinai Hospital. The title of the talk was

"Current Status of Health Sciences Librarianship Courses in California Graduate Schools of Library and Information Sciences."

Marco Tamase joined the Regional Network Office staff as Network Assistant on April 18, 2005.

Heidi Sandstrom attended the Staff Enrichment Program Orientation for Karen Ricard on February 15. Karen's last day as Office Manager was on February 28.

Office Manager interviews were conducted in February, March and April. Alisa Ellingson was selected in April and will start on May 18, 2005.

Heidi completed peer review documentation for Alan Carr and Kay Deeney in February.

Judy Consales and Heidi Sandstrom attended Grand Rounds at Mattel Childrens Hospital at UCLA on March 11 on the topic, "First Year Data – First 5 LA Connect & California's Complex Health & Social Service Systems." This was presented by Pejman and Pedram Salimpour, who are implementing Go Local for Los Angeles County through the NexCare Collaborative, Inc.

Judy Consales and Heidi Sandstrom conducted a site visit at Arizona Health Science Library, and attended a Tribal Librarians Conference there on April 1, 2005; the conference was funded through AHSL's Tribal Nations subcontract with the NN/LM PSR. A report on the conference will be included in the quarterly report for the Tribal Nations project.
Heidi Sandstrom, as facilitator of the Open Access discussion at the RML Directors Meeting in San Antonio, forwarded a set of questions to the Associate Directors to disseminate in their regions.

APPENDIX A:

EXHIBIT REPORTS

EXHIBIT REPORT: Joint Meeting 2005

I.   DATE OF REPORT: February 7, 2005

II.   NAME OF PERSON SUBMITTING REPORT: Alan Carr

III.   ADDRESS: PSRML

IV.   EXHIBIT:

   A. Name of Meeting: Joint Meeting of the Medical Library Group of Southern California and Arizona (MLGSCA), and the Northern California and Nevada Medical Library Group (NCNMLG): Sailing into the Future.

   B. Location (City, State): Long Beach, CA

   C. Dates: February 2 - 4, 2005

   D. Staff: Alan Carr, Kay Deeney, Julie Kwan, and Heidi Sandstrom

   E. Number of Registrants: 170

   F. Number of Exhibits: 29

   G. Specify by Days:

Dates	Hours
2/2/05	6:00-7:00 pm
2/3/05	7:30-4:15 pm
2/4/05	7:30-4:00 pm
Total	**17 hours**

   H. Total Number of People Visiting the Booth: n/a

   I. Total Number of NLM System Demonstrations: n/a

   J. Total Number of Internet Demonstrations other than NLM System Demonstrations: n/a

V.   EXHIBIT SUMMARY (Narrative)

   A. Distribution of Pre-mailers, Letters or Invitations: n/a

   B. Description of Booth Location
       NN/LM PSR's booth was located in a corner location at the back of the room, next to the EFTS booth.

   C. Description of Program Presentations
       NN/LM PSR presented an RML update as part of the Joint Meeting, which was held on February 3rd from 4:15-5:15 pm. The Update included a brief presentation by Associate Director Heidi Sandstrom, followed by a feedback session on NN/LM PSR services facilitated by Marshall Keys, who was one of the keynote speakers at the meeting. Approximately 100 people attended this session.

D. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted. Yes, SIS resources were highlighted at the exhibit booth included ToxTown and the Household Products Database resources.

E. Problems: None.

F. User feedback: We received positive feedback in general, with specific interest in the latest PubMed and EFTS developments.

G. Suggestions/comments: none.

H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer) Yes, NLM should exhibit at every Joint Meeting as a way to give Network members and prospective Network members a chance to ask questions and find out new information at the booth and at the "RML Update."

VI. BUDGET SHEET

VII. APPENDICES:

Maps of exhibit hall

Pictures

From left to right: Neil Rambo, Sherrilynne Fuller, Maryanne Blake, and Linda Milgrom

Picture of PNRML's handout stand

From left to right:
Neil Rambo,
Sherrilynne Fuller,
Maryanne Blake, and
Andrea Lynch

Samples of promotional materials used
  What's New at NN/LM handout: http://www.nnlm.gov/psr/pdf/2004jtmtg_hand.pdf
  DOCLINE handout: http://www.nnlm.gov/psr/pdf/2004jtmtg_docline.pdf
  DOCLINE flyer (following page)

DOCLINE 2.0

NN/LM PSR and PNR Exhibitor Showcase

Do you have questions about the new version of DOCLINE? If so, come to our presentation that will highlight the new features of DOCLINE 2.0:

Who: Susan Barnes, Julie Kwan and Andrea Lynch

When: Friday, January 30, 2004
              7:30am to 8:15am

Where: Calaveras Room, Holiday Inn Capital Plaza

Exhibit Budget SHEET

Meeting Title: MLGSCA/NCNMLG Joint Meeting 2005

Meeting City, State: Long Beach, California

Meeting Dates: February 2-4, 2005

ITEM	COST
Booth space fee(include sponsorship)	$1,500.00
Internet connection fee	$ 250.00
Other booth fees (Electrical charge)	$ 75.00
Total exhibit booth fees	$1,825.00
Shipping	$ 379.32
Drayage and material handling	$ 30.00
Total travel costs (including mileage, parking, airfare, accommodation, per diem)	TBD
Other costs (please specify) Librarians Registration Fee	$ 960.00
TOTAL EXHIBIT COST	$3,194.32

EXHIBIT REPORT OUTLINE

I.   DATE OF REPORT: April 12, 2005

II.   NAME OF PERSON SUBMITTING REPORT: Alan Carr

III.   ADDRESS: NN/LM PSR

IV.   EXHIBIT:

     K. Name of Meeting: Fishbon Library Mini-expo (UCSF Mt. Zion Med Center)

     L. Location (City, State): San Francisco, CA

     M. Dates: April 7, 2005

     N. Staff: Julie Kwan

     O. Number of Registrants: 170

     P. Number of Exhibits

     Q. Specify by Days:

        1. Exhibit Hours: 3.0
        2. Number of People Visiting the Booth: 170
        3. Number of NLM System Demonstrations: 0
        4. Number of Internet Demonstrations other than NLM System Demonstrations: 0

     R. Total Number of People Visiting the Booth

     S. Total Number of NLM System Demonstrations

     T. Total Number of Internet Demonstrations other than NLM System Demonstrations

        Note: Visitors are counted only if there has been a meaningful interchange. Interchanges such as greetings and thanks that do not mention NLM, its resources or services are not counted as visits. In addition to clicker-counters, promotional products may be used to keep count of visitors if exhibit staff distribute them personally as a way of thanking each visitor. Someone who takes a promotional product or brochure and leaves without an interchange with an exhibit staff person is not counted as a visitor. This should be taken into account when planning the number of brochures and products to send to an exhibit in future years. System demonstrations are counted as events. A system demonstration is counted as one regardless of the number of people watching or the number of resources covered. That is, one demonstration may be for five people and may cover multiple resources.

V.   EXHIBIT SUMMARY (Narrative)

    I.   Distribution of Pre-mailers, Letters or Invitations (if applicable)

    J.   Description of Booth Location

    K.   Description of Program Presentations

       Note: In the description of the program presentation, include specifics on how arrangements were made, difficulties, problems encountered in the process, length of presentation, and estimated attendance. If you were not successful in getting on the program, describe what attempts were made.

    L.   Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.

    M.   Problems

    N.   User feedback: Attendees expressed appreciation for the useful, informative event regarding open access.

    G.   Suggestions/comments

    H.   Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)

VI.   BUDGET SHEET

VII.   APPENDICES:

    Maps of exhibit hall
    Pictures
    Samples of promotional materials used

EXHIBIT REPORT OUTLINE

I.   DATE OF REPORT   4/21/05

II. NAME OF PERSON SUBMITTING REPORT   Kay Deeney

III. ADDRESS   PSR

IV. EXHIBIT:

   U. Name of Meeting   **American College or Physicians Annual Session 2005**

   V. Location (City, State) San Francisco, CA

   W. Dates   **April 14-16**

   X. Staff   Kay Deeney, Julie Kwan; Barbara Bibel, Oakland Public Library, Oakland, CA; Ysabel Bertolucci, Kaiser Permanente Medical Center Library, Oakland, CA; Keir Reavie, University of California, San Francisco, Library and Center for Knowledge Management, San Francisco, CA; Deanna Johnson, Carlson Health Sciences Library, University of California, Davis; Laurie Bagley, Alta Bates Medical Center Ashby Health Sciences Library, Berkeley, CA

   Y. Number of Registrants

   Z. Number of Exhibits

   AA. Specify by Days:

Date	Hours	Visitors	NLM Demos	Internet Demos
4/13/05	**5-7 pm**	**35**	**16**	
4/14/05	**9:30-4 pm**	**85**	**40**	
4/15/05	**9:30-4 pm**	**80**	**45**	**3**
4/16/05	**9:30-2 pm**	**65**	**25**	
Total	**19.5 hours**	**265**	**126**	

   BB. Total Number of People Visiting the Booth   265

   CC. Total Number of NLM System Demonstrations   126

   DD. Total Number of Internet Demonstrations other than NLM System Demonstrations   3

V.   EXHIBIT SUMMARY (Narrative)

O.   Distribution of Pre-mailers, Letters or Invitations (if applicable)

P.   Description of Booth Location Central location

Q.   Description of Program Presentations

Karen Hajarian was promoting the Information Rx Project in the ACP Learning Center. We also had bookmarks, pads and a poster highlighting the project. We discussed this and MyNCBI with booth attendees.
Two PubMed classes were held. We spoke with the instructors.

R.   Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.
No.
S.   Problems
With truss exhibit, we could only demo on the large plasma screen from one computer.

T.   User feedback
Lots of enthusiasm for MedlinePlus! Many were in 1st pilot.
Several women physicians who were featured in the Changing the Face Exhibit stopped by.
Attendee wanted to know if NCCAM recognized the benefit of cinnamon to diabetes.

U.   Suggestions/comments
One physician wanted video vignettes that role-played patient interviews for difficult situations, i.e., addictions, alcoholism, or depression. These vignettes would be used for training medical students and residents.
While our visitor numbers seemed low, we did a lot of demos. Most attendees were happy to spend a lot of time with us.

V.   Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)
Yes, being visible as we are promoting the Information RX project is important! There was also high interest in PubMed searching. A few attendees were actually unfamiliar with PubMed/MEDLINE!

VI.   BUDGET SHEET

VII.   APPENDICES:

Maps of exhibit hall
Pictures
Samples of promotional materials used

EXHIBIT REPORT OUTLINE

I.   DATE OF REPORT   March 7, 2005

II.   NAME OF PERSON SUBMITTING REPORT   Alan Carr

III. ADDRESS

IV.   EXHIBIT:

      EE. Name of Meeting   Los Angeles Marathon XX Quality of Life Expo

      FF. Location (City, State)   Los Angeles, CA

      GG.   Dates   March 3-5, 2005

      HH. Staff   Alan Carr, Kay Deeney, Elaine Graham, Julie Kwan, Heidi Sandstrom,
      Susan Brodsky, Good Samaritan Hospital, Los Angeles, Carlene Drake, Loma Linda
      University, Liz Gnerre, House Ear Institute, Los Angeles, Andrea Lynch, UCLA
      Biomedical Library.

      II.   Number of Registrants   ~80,000

      JJ. Number of Exhibits

      KK. Specify by Days:

          1. Exhibit Hours
          2. Number of People Visiting the Booth
          3. Number of NLM System Demonstrations
          4. Number of Internet Demonstrations other than NLM System Demonstrations

Date	Hours	Visitors	NLM Demos	Internet Demos
3/3/05	11:30-8	188	25	
3/4/05	11-8	158	26	
3/5/05	8:30-6	572	37	
Total	27 hours	918	88	

      LL. Total Number of People Visiting the Booth
                       918
      MM.   Total Number of NLM System Demonstrations
                       88
      NN. Total Number of Internet Demonstrations other than NLM System Demonstrations
                       0

V.   EXHIBIT SUMMARY (Narrative)

      W. Distribution of Pre-mailers, Letters or Invitations (if applicable)
          N/A

      X. Description of Booth Location

This was the second time we exhibited at this venue. 25,000 runners and 20,000 bicyclists come through the Los Angeles Convention Center to pick up their registration. Open to the public, the Quality of Life Expo attracts many members of the general public, who are interested in good health.

We were located next to the official "juice" vendor for the marathon, towards the back of the exhibit hall. We had ordered 3,000 water bottle clips imprinted with MedlinePlus information especially for this event. They were very popular and deemed "cool" by the attendees, who eagerly snatched them all up. We also gave away 1000 MedlinePlus pens.

Y.   Description of Program Presentations

At the booth, we highlighted MedlinePlus. A few attendees were interested in PubMed. We had lots of nurses and health educators come by the booth, and handed out a number of Household Products brochures.

Z.   Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.
No.

AA. Problems
We often had to explain how to use the water bottle clips and what they were useful for, instead of being able to talk about MedlinePlus and why we were there.
Hopefully, our advertising gimmick will suffice to entice them to try the website.

BB. User feedback
We encountered many health care professionals, such as physicians, occupational therapists, physical therapists, nurses, many of whom were participating in the race.
A few health professionals were confused about MEDLINE versus MedlinePlus.
A large number of the attendees were minorities, specifically Latinos and African Americans.

G.   Suggestions/comments
Someone suggested we give away MedlinePlus decals as handouts. Someone else suggested that we exhibit at the Long Beach, CA, marathon.

H.   Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)
Yes, definitely. The attendees were very diverse, with large numbers of Hispanics, African Americans, youth and even elderly. Health care professionals who were participating in the Marathon or Bike race were plentiful. This was an extremely popular and successful venue for highlighting MedlinePlus.

VI.   BUDGET SHEET

VII.   APPENDICES:

Maps of exhibit hall
Pictures
Samples of promotional materials used

APPENDIX B:

SUBCONTRACT REPORTS

Clinical Internet Training Lab

San Mateo Medical Center
Medical Library
San Mateo, CA

5415 G EC413 00

Mark Constantz, MLS
Medical Librarian
San Mateo Medical Center
Medical Library
222 W 39th Avenue
San Mateo, CA 94403
(650) 573-2520

Quarterly Report
2004 Express Outreach Project
Fourth Quarter February 1, 2005 to April 30, 2005

Success stories

The Medical Librarian has been presenting an overview of PubMed and Internet resources at the New Nurses Orientation on the last Thursday of every month. This has made new clinical employees more aware of the resources.

Problems

Many of the new nursing employees are LVNs and not native English speakers and the resources like PubMed, etc. can be difficult at first. But once they find resources, especially Spanish language ones, they are very excited about the new possibilities.

Administrative Activities

Two new faster PCs were installed by ISD in the Medical Library so now all 6 PCs are fast. These are heavily used by nursing students who are very happy about the new, faster PCs. They use the resources such as PubMed to locate recent nursing articles. The LinkOut feature in PubMed links them to OVID and EBSCOHost journals and they really like this feature.

Activities Planned in the future

The ISD staff are developing a Clinicians' Icon on the desktops of all PCs which link clinical staff to Internet resources such as PubMed.

Guam Memorial Hospital Authority
Aturidåt Espetåt Mimuriåt Guåhan
Education Department
850 GOV. CARLOS CAMACHO ROAD
OKA, TAMUNING, GUAM 96911
TEL.: (671) 647-2350 FAX.: (671) 646-1114
Email Address: acohen@uog9.uog.edu

April 8, 2005

To: Alan Carr, Outreach Coordinator
         NN/LM Pacific Southwest Region

From: Arlene Cohen
       Circulation and Outreach Services Librarian
       University of Guam, RFK Library

       Carol Perez
       Director of Education
       Guam Memorial Hospital Authority

RE: Express Outreach Project Quarterly Report
         December 1, 2004 – February 28, 2005

This report is for the *Internet Professional and Consumer Medical Information Access* project, funded as a partnership project between the Guam Memorial Hospital Authority and the University of Guam RFK Library. This award is covered under Purchase Order number 5415 G FB026 00.

We have confirmed that the Hospital received payment of $4851.22 for Invoice # 05-12. With the remaining funds of $1,148.78, we plan to purchase a desktop computer for the Guam Memorial Hospital Library, to be used for public access to the Internet. A requisition has been processed and we will submit an invoice to you with the next quarterly report.

The Hospital has interviewed applicants for the Librarian position and hopefully will be hiring a librarian in the near future. In the meantime, staff from the Education Department has been assigned to the library to assist patrons with searching for health information, accessing materials, and ordering documents through Loansome Doc, when requested. Additionally, equipment procured by this award is being used for the consumer health workshops and for Hospital sponsored Community Health Education classes offered to the community.

During this reporting period, Arlene Cohen presented a 1 credit Continuing Medical Education session, *Finding Consumer Health Resources on the Internet* at the Guam Memorial Hospital on Thursday, February 17, 2005, from 6:00 pm – 7:00 pm. The educational objectives covered included a discussion of why consumer health information is important and evaluating Web sites, with a focus on cancer information. There were 8 people in attendance and 6 turned in evaluations, which are included with this report.   The outreach reporting forms are also included. Even though refreshments were provided

in the hopes of drawing people at the dinner hour, there was still a small audience. A better time might be either early in the morning or during the lunch hour.

Plans for the next quarter include a presentation at the 11th Annual Guam System for Assistive Technology Conference, on March 11, 2005. They also include a rescheduled workshop on *Consumer Health Information Access* originally planned for December 8, 2004, in conjunction with a Guam Library Association meeting. The session was rescheduled for April 4, 2005. The report for both of these will be provided in the next quarterly report.

We are still trying to work with the American Cancer Society Guam Chapter and other citizen groups to schedule some other consumer health sessions, but no dates have been finalized.

Enhancing AZHealthInfo.org; Phase II of the Arizona Turning Point Public Health Information Centers Project

UCLA Sub award No. 5415 G FB175

Quarterly Progress Report
January 1, 2005 – March 30, 2005

Submitted April 30, 2005

Arizona Health Sciences Library
University of Arizona
Tucson, Arizona

By Jeanette C. McCray
P. O. Box 245079
Tucson, AZ 85724-5079
Voice: 520/626-6121; Fax: 520/626-2922
Email: jeanette@AHSL.arizona.edu

Introduction

Phase 2 objectives for this project were revised after the loss of the original AZHealthInfo database in October 2004. (See October-December 2004 quarterly report for the details.) Current objectives are related to the redeployment of a much improved AZHealthInfo with:
- better integration with national resources
- better searching capabilities
- improved navigation
- more resources for professionals
- Easier sustainability and maintenance over a long period of time.

Our current timetable (subject to change as needed):
- Phase 1 (March 1 ACHIEVED): Core of locally relevant health info launched (such as valley fever, diabetes, etc.).   Growing the content is ongoing.
- Phase 2 (May 15 target): Go Local debut (dependent on NLM launch calendar)
- Phase 3 (Sept 1 target): Revisions of AZHealthInfo based on feedback

I.   Description of Progress toward the Project's Major Objectives

A. Administrative/Planning Activities

The planning group has focused on the functional requirements of a new website and various vocabulary issues.   A soft re-launch of AZHealthInfo occurred on March 1. Input guidelines were developed and taxonomy work is continuing. The concept of focus pages was adopted and a list of topics is being developed.

A budget change was requested on January 28, 2005. The loss of our database in October has required us to change the direction and scope of the project for the coming year. The project is being overseen by Jeanette McCray, but the management itself is being done by Paul Bracke, Head of Systems. We have a multi-talented team with graduate students from the library school working on programming and meta-data, and information services and outreach people working on the content. The graduate students are being paid out of an LSTA grant. Therefore, it seems the best available use of the PSR contract funds is to partially fund Paul Bracke's salary, since the amount of his time being spent on this project is an unexpected expense. We will be able to spend out the money before the April 1 deadline.

There are some travel funds allocated in the LSTA grant and we still anticipate being able to go around the state during the summer months to build enthusiasm, do some training, and Go Local buy-in work. The LSTA deadline for spending is September 1, 2005, so it makes sense to focus that expense there.

B. Publicity/Marketing Activities

We met with representatives from Planned Parenthood of Southern Arizona. The discussion included AZHealthInfo and Go Local. They are interested in having their information in the Go Local database. We will be looking at the kind of information on their website with an eye towards including some of it in AZHealthInfo.

C. Product/Resource Development Activities

Work on the Go Local portion of the project continued. There are approximately 200 approved records in the database with another 1900 pending. Databases maintained by the Arizona

Department of Health Services (such as Arizona nursing homes) have been added. Paul Bracke's complete progress report to the project leaders at NLM can be found in the Appendix.

D. Site Visits/Training/Demonstration Sessions/Presentations (Include description of the sites and target population)

None.

E. Exhibits

None.

II.   Loansome Doc/Document Delivery Activities

No activity.

III.   Evaluation Activities

None.

IV.   Problems/Corrective Actions. Lessons Learned / Significant Feedback

Our planning group continues to grapple with how best to present content, since the database is geared to both public health professionals and consumers. Vocabularies vary for each group. Our current plan is to continue the creation of the database of all relevant content, AND create what we are calling focus pages which are intended to provide an in-depth look about subjects of importance to Arizonans.

V.   Projected Activities for Next Quarter

Web site development:
- Define/Populate Focus Pages
- Look at page models and revise/agree on template for pages
- Work toward site integration with some measurable steps completed
- Identify TOP Level Broad Topics such as Diseases & Conditions, Wellness & Lifestyle
- Look at multiple pathways to resources

Promotion and Go Local:
- Identify specific groups for promotion and participation
- Continue expanding locations covered in Go Local

APPENDIX
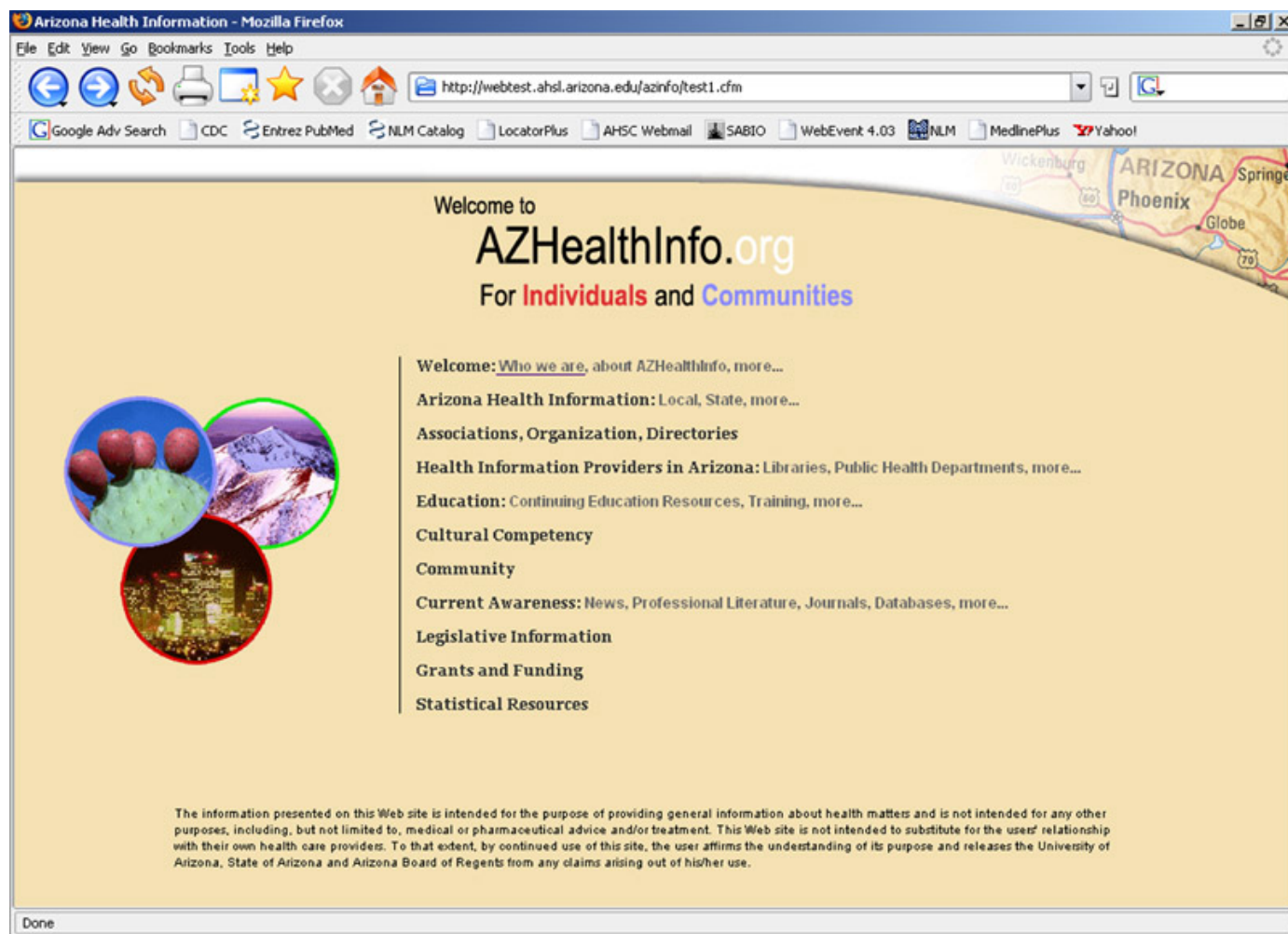
Go Local Report: Arizona - April 2005
Prepared by Paul Bracke, Arizona Health Sciences Library, University of Arizona

Work continued toward the goal of launching both the Arizona and Four Corners Go Local Projects as soon as possible. Work continued on manual entry of resources, especially from the Tucson area and the Northeastern corner of the state. Additionally, services provided by any county government in the state are being entered as exhaustively as possible. Additionally, databases of services relevant to Go Local that are maintained by the Arizona Department of Health Services were loaded into the Arizona project area by NLM staff. Work is ongoing to add service terms to these records, and to make the formatting of text fields in these records more regular. All records entered into the system that are applicable to Coconino, Apache, and Navajo counties are also being copied into the Four Corners project.

There are currently 176 records that have been entered and approved. There are an additional 1900 sites in the pending queue awaiting editing and/or approval. Data collection will continue in the next quarter to improve coverage of the Phoenix metropolitan area, which should allow the Arizona Go Local project to go live. Coverage of Tucson and most rural areas of the state is developing well. In addition, data entry capacity at AHSL should be greater in the upcoming quarter. A second graduate assistant was just trained to enter resources, and plans are underway to integrate Go Local entry into other library workflows. When these plans are finalized, training of staff from the reference department will take place and entry will be distributed more broadly among library staff.

The project was also highlighted at a Tribal Librarians Conference sponsored by AHSL and held at the University of Arizona. Finally, a budget for funding was developed and submitted to the Pacific Southwest RML. This includes funding to expand collaboration across the state in general, and in Phoenix in particular.

QUARTERLY REPORT FOR SUBCONTRACTS

Cover Sheet

1.   Title of the Project: Operation Health Outreach

2.   Name of Institution: Glendale Public Library

3.   Location of Institution: 5959 W. Brown Street, Glendale, AZ 85302

4.   Person Submitting Report
        Name: Frieda Ling
        Mailing Address: 5959 W. Brown Street, Glendale, AZ 85302
        Email Address: fling@glendaleaz.com
        Voicemail: 623 930-3553
        Fax Number: 623 842-4227

5.   Dates of Quarterly Report: January 1, 2005 - March 31, 2005

6.   Date Submitted: May 1, 2005

NARRATIVE DESCRIPTION
Summary/Introduction

1.   Description of Progress toward the Project's Major Objectives

      a. Administrative/Planning Activities
- Met and/or corresponded with sponsors for initial planning.
- Met with Hispanic Advisory Committee to present project and for input.
- Planned program details – where, when, what, who, for whom, and how.
- Contacted 100+ health-related organizations by phone, email, and letter to participate (60% response rate; 50% participation rate) in April 9 Health Fair.
- Booked and confirmed site, topics, speakers, instructors, screeners, clowns, face-painters, helpers, and rentals.
- Administered service providers' contract forms.
- Administer billing and monitor budget.
- Designed, produced, and distributed handouts, publicity and evaluations materials.
- Promoted project; held publicity interviews.
- Presented project at Library Board Meeting.
- Applied for LSTA grant of $>32,342.00 for library materials.
- Implemented, monitored, and evaluated progress.
- Wrote report on first quarter.

      b. Collaborations/Partnerships
          Official Sponsors:
              Glendale Community Center
              NAMI West Valley
              Reforma Central Arizona

          Collaborating Organizations:
              American Heart Association Arizona Office
              Arizona Health Clinic Eye Unit
              Arizona Translators and Interpreters, Inc.,
              Cancer Prevention Coalition
              Friends of the Congressional Glaucoma Caucus Foundation
              Glendale Churches
              Landmark School
              West Side Head Start

      c. Publicity/Marketing Activities

C:\Documents and Settings\jelake\Desktop\Quarter 4 Year 4 for MM\OHO 1st_Quarterly report.doc

For all OHO programs:
  - 20 18" x 11.5" color posters
  - 2.500 color brochures
  - 250 – 500 flyers for individual programs
  (The above distributed in churches, City of Glendale City Hall, Glendale Community Center, Glendale   Adult Center, Glendale Public Library branches, Headstart, schools, and fairs)
  - Monthly Events Brochure
  - Glendale Public Library Website
  - Press release - monthly
  - Newspaper announcements

d. Product/Resource Development Activities
Ordered health videos.
1 color poster
1 color brochure
5 flyers
6 pre/post Questionnaires / evaluation forms
3 pathfinders
3 Internet class handouts
1 Ophthalmologists in Glendale

e. Site Visits (Include number and description of the sites and target population): N/A

f. Outreach Activities.
Include total number of training or demonstration sessions in the quarter, total number of sessions in which half or more than half of participants were from minority populations, total number of participants for the quarter, and a breakdown of the count of participants by:
i.   Health care or service provider
ii.   Health sciences library staff member
iii.   Public/other library staff member
iv.   Member of the general public

Total # of training and demo sessions: 12
        3 Health seminars
        9 Internet classes – mouse, Basic Internet, health search
Total number of participants: 188
        3 Health seminars – 88
        9 Internet classes - 100
Total number of session with minimum 50% minority participants: 11
        Health seminars – 80% Hispanic
        Internet Class – 100% Hispanic
Breakdown of participants

          i. Health care or service providers: 10
          ii. Health sciences library staff member: 0
          iii. Public Library staff: 3
          iv. Member of general public: 175

    g. Web site development activities – None so far. Will blog.
    h. Exhibits – N/A
2.   Loansome Doc/Document Delivery Activities – N/A
3.   Evaluation Activities
    <u>Evaluation forms</u>
    - 1 individualized pre/post testing plus seminar evaluation for each health seminar.
    - Because of literacy level of participants and cultural discomfort with forms, pre/post tests
      are administered verbally by show of hands before and after each health seminar.
    - 1 individualized pre/post testing plus seminar evaluation for each level of Internet class.
    - Evaluation forms are distributed at beginning of each class and collected afterward.

    <u>Interviews</u>
    - of program participants and staff monitoring sessions
    - opinions/anecdotes/suggestions noted

    <u>Email Communication</u>
    - Onsite staff report significant observation after every program to coordinator for
      appropriate action.

    <u>Meeting</u>
    Staff meeting evaluating progress up to date and plans for improvement.

4.   Problems/Corrective Actions (including significant changes made in implementation of
    the project)

    <u>Advisory Committee</u>
    1. Difficult to find time to meet.
        ✓ To meet after health seminars at Community Center.

    <u>Health Seminars</u>
    1. Could not find speakers on several topics – malignant neoplasm, infectious diseases,
       liver diseases.
        ✓ Changed topics to Cancer prevention, anger management, and Hepatitis, of
          equal relevance to targeted audience.
    2. Added presentations on health tips for visiting Mexico and health insurance upon
       Advisory Committee request.

    <u>Internet Classes</u>
    1. We discovered soon enough that adults do not patronize the community center in

       evenings. Every night is teen night.
- ✓ After one cycle of Internet Classes at Glendale Community Center, rescheduled all classes at Velma Teague Library.

2. People forget to attend (>50%).
   - ✓ Staff place reminder calls.
3. People are most interested in Internet skills (as evidenced by waiting lists for Mouse Class; full registration for Basic Internet) but far less interest in health search.
   - ✓ Will advertise specific topic on health search.
   - ✓ Will experiment including Blogging in health search as a communications tool.

<u>Interpreters</u>

After budget approval, we discovered the Arizona Translators and Interpreters, Inc., (www.clic2ati.org) with qualified medical interpreters and translators. We have used them instead of importing qualified ones from California. The resulting savings are transferred to under-budgeted publicity and translation services as well increase in number of interpreters needed for health fair.

5a.   Lessons Learned
- Anticipate problems and devise contingency plans.
- Be flexible.
- Accommodate cultural elements and learn and adapt.

5b.   Significant Feedback

<u>Internet Classes</u>
Typical responses from our pre/post questionnaire.
"I did not know how to operate the mouse. Now I do."
"I did not know how to search the Internet. I am learning and would like more practice."
"I knew a little bit about Internet searching but found it difficult. Now I feel confident about Internet searching."
"The instructor is friendly, knowledgeable, gives clear explanations, and answers my questions."
"I would recommend this class to others."

<u>Health Classes</u>
Participants experienced 25% to 90% increase in knowledge about conditions presented.
Participants found speakers knowledgeable, explain topic clearly, and answer their questions.
Rating ranged from good to excellent.
Love the interpreters. Thanked them profusely to show their appreciation.

6.   Projected Activities for Next Quarter

<u>Product/Resource Development</u>
- Host Health Fair.
- Prepare bilingual pathfinders, pre/post questionnaire, and flyers for health seminars.

- Order library health materials with. LSTA grant.

Outreach Programs
Bilingual Health Seminars (in English with Spanish Interpretation):

April 13	Osteoporosis
May 9	Healthy and Safe in Mexico
May 11	Alzheimer's Diseases
June 13	Clinical Depression

Internet Classes

Mouse	April 7, May 5, June2
Basic Internet	April 14 May 12, June 9
Health Search	April 21 (osteoporosis), May 19 (Alzheimer's), June 16 (depression)

Hispanic Advisory Committee
May 11 and June 13 after health seminars.

Screening
Schedule free osteoporosis screening at the Glendale Community Center.

Publicity
Ad in Arizona Republic
Feature article in Arizona Republic
Announcement in Hispanic radios
Distribute flyers in Phoenix Hispanic super market

7.   Reports of Training/Demonstration Sessions and/or Exhibit Reports.
For any training or demonstration session, complete a record of the event on the outreach activity reporting forms enclosed. (Outreach Reporting Form and Participant Information Sheet). Complete and include in the quarterly report an exhibit report and budget sheet following the attached outlines.

Budget Sheet
Submitted separately by regular postal mail.

Outreach Reporting Form and Participant Information Sheet
Submitted separately by regular postal mail.

APPENDIX: Submitted separately by regular postal mail.
Operation Health Outreach
1 Poster
1 Brochure
1 flyer

1 Hispanic Advisory Committee members' list

Health Seminars
3 Flyers - Glaucoma, Heart Diseases, Cancer Prevention
3 Pre/Post Seminar Questionnaires – Glaucoma, Heart Diseases, Cancer Prevention
3 Pathfinders – Glaucoma, Heart Diseases, Cancer Prevention
1 List of ophthalmologists in Glendale

Internet Classes
1 Flyer
3 Handouts - Mouse class, Basic Internet, Health Search
3 Pre/Post Seminar Questionnaires + Evaluation - Mouse class, Basic Internet, Health Search

Express Award:
Consumer Health Information Community Service

Pacific College of Oriental Medicine
7445 Mission Valley Road, Suite 105
San Diego, CA 92108-4407

Purchase Order Number 5415 G FB715

Naomi C. Broering, MLS, MA, FACMI, AHIP
Dean of Libraries
Pacific College of Oriental Medicine
7445 Mission Valley Road, Suite 105
San Diego, CA 92108-4407

nbroering@pacificcollege.edu

(619) 574-6909, ext 134

Quarterly Report No 1
February 1, 2005 to April 30, 2005

Submitted: May 10, 2005

Express Award: Consumer Health Information Community Service
Quarterly Report No. 1

Success Stories: Conducted advertisement program at San Diego City Library, Pacific Beach/Taylor Branch. Posted and distributed flyers at the library. During first several weeks, classes were at or near full capacity of ten participants. All were senior citizens, including several "Snow Birds" from Illinois and Minnesota.

Identified over ten practitioners in Family Medicine and clinics in Pacific Beach, that served the minority population, using MedlinePlus, Directories link. Several medical professionals were able to attend the classes.

All participants were impressed with the MedlinePlus and PubMed websites, and were able to find their medical information.

Impact of Information: Participants expressed delight when they found medical information during the classes. Some comments: "Where does this come from?"; "I never knew that"; "This is wonderful!"
They were also able to look up their doctors, using MedlinePlus- Directories, and find out their education and experience. Several Hispanic minority participants were particularly excited and grateful that the web site was available in Spanish, and could "talk" to them in their native tongue (ex: the Tutorials).

Problems: Due to their high workload, it is difficult to get health professionals to actually attend classes at the branch libraries. We plan to visit clinics, and provide instructional materials to use at their own pace and time. We will include publicity flyers about the classes, extra copies of the MedlinePlus and PubMed brochures, and the new NLM MedlinePlus.gov/esp (English/Spanish reverse) Book Marks for their patients.

No participants had any difficulty in obtaining biomedical information during the classes. Spelling or clinical names were a minor hindrance, but by using the MedlinePlus Dictionary or the Search Box and asterisk, the information was found.

Administrative Activities: Newspaper articles were submitted to the local area papers for their weekly calendars. A desktop computer was acquired to help conduct project work, including designing brochures and flyers, instructional workbooks, tutorials, and writing project reports. A large, colorful 2 by 3 foot generic poster was designed to more visibly publicize the classes at the libraries. Plans are to use the poster at other facilities, as we change locations.

Activities Planned for Next Quarter: We are rotating classes between the two public libraries; we will shift classes from Pacific Beach/Taylor Branch to La Jolla/Riford Branch in May, and then back again later. Classes at Clairemont Senior Center will begin in June. We will provide instructional materials and patient handouts to the Pacific Beach medical health professionals and clinics. We will identify medical professionals and clinics in the Clairemont area, and provide similar information to them.

Project Title

Design and implementation of Web-based Video Library of Neuromuscular Channelopathies

Periodic Paralysis Association
1124 Royal; Oaks Drive
Monrovia, CA 91016

Submitted By
Patrick E. Cochran, Ph.D., C.S.D.
1124 Royal; Oaks Drive
Monrovia, CA 91016
pcochran@periodicparalysis.org
Voice: 626-303-3244
Fax: 626-337-1966

Quarterly Report #2
December, 2004 - February, 2005

Submitted April 19th, 2005

NARRATIVE DESCRIPTION

Summary/ Inroduction

1. Description of Progress toward the Project's Major Objectives
   a. <u>Administrative/Planning Activities</u>
      The initial phase of system design is completed. The following sets out the key design parameters established in the planning and design phase.
      - I. Video Library will be viewable on the Internet.
      - II. Video Library will be custom designed using ASP scripting integrated with .net and SQL Server housed in PPA Information Management System.
      - III. Video Library will consist of a collection of MPEG-type or QuickTime video clips.
      - IV. Video clips are to be imbedded in the On-line Judy Tuttle Memorial Research Library using plug-in software allowing continuous play on the web page.
      - V. The clips will be selectable from a list sorted into disease categories, i.e. Hypokalemic, Hyperkalemic, Adersen-Tawil Syndrome, Paramyotonia Congenita, Mytonia (and sub-variants).
      - VI. The Video Library's administrative functionality will allow auto, or semi-auto uploading from the video collection devices (Sony Clie or Sony DVD Handy Cam).
   b. <u>Collaborations/Partnerships</u>
      This project is a collaborative effort between the National Network of Libraries of Medicine, Pacific Southwest Region, UCLA Louise M. Darling Biomedical Library, and the Periodic Paralysis Association, Judy Tuttle Memorial Research Library.
   c. <u>Publicity/Marketing Activities</u>
      1) No new Publicity or Marketing Activities
   d. <u>Product/Resource Development Activities</u>
      We have established the blueprint for the project with the Synapse Project and initial programming and administrative training is underway.
      Nothing new to report for 2nd quarter.
   e. <u>Site Visits</u> - None
   f. <u>Outreach Activities</u> – None
   g. <u>Web site Development Activities</u>
      Prototype web-based system development is being tested. Administrative systems are being fine-tuned and debugged to optimize camera systems and computer interface. Database development is near completion.
   h. Exhibits – None

2. <u>Loansome Doc/Document Delivery Activities</u> – None

3. <u>Evaluation Activities</u> - None

4. <u>Problems/Corrective Actions</u>
        Nothing new to report. Systems compatibility seems to be OK.

5. <u>Lessons Learned</u>
        Nothing new to report

6. Project Activities for Next Quarter
        Complete training for video capture tools. <u>Initial training completed</u>
        Complete on-line administrative and web site demonstration page. This is in progress and will be primary focus for the 3rd quarter.

HELP
<u>H</u>ealth & <u>E</u>ducation through the <u>L</u>ibrary access <u>P</u>rogram

Verde Valley Medical Center
269 S. Candy Lane
Cottonwood, AZ   86326

Karen Fanning
269 S. Candy Lane
Cottonwood, AZ   86326
<u>fannink@nahealth.com</u>
928-639-6444 – voice
928-639-6190 – fax

Second Quarter
December 1, 2004 through February 28, 2005

Respectfully Submitted
March 30, 2005

NARRATIVE DESCRIPTION

Summary/Introduction

1.   Description of Progress toward the Project's Major Objectives

   a. Administrative/Planning Activities:

   1. Another 12-hour Grant Support person was hired and will begin work on April 4, 2005. The original person hired to perform the job decided that she was not detailed oriented enough to do justice to the job and quit in February.

   2. Phone calls are continuing to be placed and appointments are still in the process of being set. It is planned to contact the following: Northern Arizona Interfaith Council Aims, Step One: You Win in Prescott Valley and Clark Memorial Library. This is an on-going process as we are always looking for more places to provide the consumer health information.

   3. Contact was made with me by a member of the Camp Verde Library Board of Directors. They are interested in training of not only the Library staff but also the Board members. The date of this training is yet to be determined.

   4. *HELP* packets have been made for distribution at training events. This is an on-going process.

   b. Collaborations/Partnerships

   1. Flagstaff Medical Center and Verde Valley Medical Center – Newly hired personnel

   2. Cottonwood Public Library

   3. Verde Valley Medical Center Nursing Administration

   4. Verde Valley Medical Center's CME/Library Committee

   5. Sedona Public Library

   6. Verde Valley Medical Center Physician and Staff at a Continuing Medical Education Session

   c. Publicity/Marketing Activities - copies attached

   1. There were four news releases. They are as follows:

      a) Publication: VVMC's *The Connection*
         Date: February 4, 2005
                             A thank you letter from Sedona Public Library

      b) Publication: VVMC's *The Connection*
         Date: February 25, 2005
                             Heart Fair Information

      c) Publication: Verde Independent/Bugle distributed in Camp Verde & Cottonwood
         Date: March 2, 2005
         Page: 5A
         Column Inches: 33

      d) Publication: VVMC's *The Connection*
         Date: March 4, 2005

d. Product/Resource Development Activities

1. More HELP packets containing websites, home page information, a bookmark, an evaluation form, and a PubMed: the Basics: were made for distribution at formal training sessions to be held. These were placed in a report binder. Four hundred stapled HELP packets were made for the Verde Valley Heart Fair. After the fair there were 172 packets left. Most people at the fair were couples and only took one packet to share.

e. Site Visits (Include number and description of the sites and target population)

Date	Group Identification	# Participants	Educational Hrs
12/16/04	**Verde Valley Medical Center & Flagstaff Medical Center Library Staff -** teaching session held at VVMC	**2**	**2**
1/20/05	**Cottonwood Public Library -** teaching session held at their location	**4**	**1.5**
1/20/05	**VVMC Nursing Admin. -** teaching session held at VVMC	**2**	**.5**
1/24/05	**Cottonwood Middle School Teacher (drop-in) -** teaching session held at VVMC	**1**	**.5**
1/25/05	**Cottonwood Public Library -** teaching session held at their location	**2**	**1**
1/26/05	**CME/Library Committee -** teaching session held at VVMC	**8**	**.25**
1/27/05	**Sedona Public Library -** teaching session held at their location	**10**	**1.5**
2/10/05	**VVMC Physicians and Staff -** teaching session held at VVMC	**30**	**1.0**
2/22/05	**VVMC Pharmacist (drop-in) -** teaching session held at VVMC	**1**	**1.0**
TOTALS	**9 Training Sessions** (7 formal and 2 informal sessions)	**60**	**9.25 Hours of Instructional Time**

f. Outreach Activities. Include total number of training or demonstration sessions in the quarter, total number of sessions in which half or more than half of participants were from minority populations, total number of participants for the quarter, and a breakdown of the count of participants by:

1. There were seven (7) official training sessions during the second quarter and two (2) informal sessions. None of the sessions had half or more from a minority population. There were a total of sixty (60) participants.

      i. Health care or service provider: 41

    ii. Health sciences library staff member: 2

  iii. Public/other library staff member: 16

  iv. Member of the general public: 1

g. Web site development activities

1. Sedona Public Library added the HELP packet to their website.

2. The Webmaster at Northern Arizona Healthcare has added the link to two different sites. They are as follows: http://www.nahealth.com/health_links.htm   and http://www.nahealth.com/pp_vvmc/dept_services/library_links.htm

h. Exhibits

1. Exhibit Name: **Verde Valley Medical Center's Heart Fair**
2. Exhibit Date: **February 26, 2005**
1. Exhibit Hours: **8:00 am - Noon**
2. Number of People Visiting the Booth: **277**
3. Number of NLM System Demonstrations: **125**
4. Number of Internet Demonstrations other than NLM System Demonstrations: **75**

2. Loansome Doc/Document Delivery Activities

1. 159 articles were delivered during the last quarter.

3. Evaluation Activities

1. Evaluations were handed out at most of the training sessions. The evaluation is now included in all packets. As you know, not all people will fill out an evaluation.

4. Problems/Corrective Actions (including significant changes made in implementation of the project)

1. I am not having any luck with receiving feedback evaluations from the public, especially from the public libraries. I plan on making calls and/or visits to remind the staff to please give the people that they train to please fill out the evaluation and to return it to me.

2. The person that was hired to help me with the grant did not work out. We agreed that the job was not the type of work that she wanted to continue with. Her last day to work was Feb. 22, 2005. I do have a new person hired that has done some research and is very self-motivated. We will strive to complete the Spanish HELP packet as soon as possible.

5. Lessons Learned/Significant Feedback

1. I learned that it is not easy to supervise a non-motivated staff member.

2. I have learned that even if you have set deadlines for meeting certain expectations that you (meaning I) have set for the grant, doesn't mean that the deadlines are of major concern to the other party. Just because I have an urgent need to meet my expectations does not mean that it will be an urgent need for anyone else. Therefore, some of my training dates have not been met. However, I am not giving up! I am, at some point, going to make contact with each of the partners and target groups that I identified in the grant.

6. Projected Activities for Next Quarter

1. **April 5, 2005 - Sedona Kiwanis Club** - approximately 15 people should be attending this session to be held in Sedona.

2. **April 12, 2005 - Certified Nursing Assistants Class (CNA)** – approximately 15 students will attend this session to be held at VVMC. Conference Room A.

6. **Projected Activities for Next Quarter – continued**

3. **April 12, 2005 – VVMC Professional Nursing Research** to include consumer health information provided through the HELP packet – approximately 15 students will attend this session to be held at VVMC. Conference Room C.

4. **April 16, 2005 – Camp Verde Stampede in Camp Verde, AZ.** This is a local town event that VVMC will have a booth. The Stampede will be open from 9:00 a.m. until 7:00 p.m. Myself and several others volunteers will participate by providing the HELP packets and other information regarding the hospital to those people that stop at our booth. There will be no cost to the grant. No estimate on the number of people that will attend.

5. **April 21, 2005 – VVMC Pharmaceutical/Book Fair –** This is an annual event and I will have my display, laptop, and HELP packets available for staff and physicians. Approximately 150 people will attend this event. There will be no cost to the grant. Conference Rooms B & C.

6. **April 22/April 23, 2005 - Cancer Relay for Life – Cottonwood, AZ** - This event will run continuously from 5:00 p.m. on April 22nd until noon on April 23rd. We will be in the Information Booth at Mingus Union High School. Myself and several others volunteers will participate by providing the HELP packets and other information regarding the hospital and the Cancer Center to those people that stop at our booth. There will be no cost to the grant. No estimate on the number of people that will attend.

7. **April 26, 2005 – Cottonwood/Sedona Unit Nursing Staff Meetings (three sessions)** – Introduce databases available at VVMC and to include consumer health information provided through the HELP packet – approximately 30 students will attend these sessions to be held at VVMC. (0730, 1330 and 2130). Location to be determined.

8. **April 26, 2005 – VVMC Professional Nursing Research** to include consumer health information provided through the HELP packet – approximately 15 students will attend this session to be held at VVMC. Conference Room C.

9. **May 11, 2005** - **Catholic Social Services** training is scheduled at VVMC Library – approximately 10 people to attend.

10. **May 2005** - I have been invited to teach/speak at the Research and Ethics Committee as part of the Nursing Magnet Program at VVMC. This committee will guide all nursing research. They will be using the model of IMPACT CARE for all research done in this facility. As soon as the committee is up and running, I will be invited to also visit Central Council, the Steering Committee and all of the Partnership Councils. The date to be determined.

7. **Reports of Training/Demonstration Sessions and/or Exhibit Reports**.

1. Ten, including one major event.

Outreach Activity Data Collection Forms and Participant Information Sheets **must be completed** for each activity involving training sessions, presentations, or demonstration sessions conducted during the quarter.

Included in this packet are copies of these forms and they are also available online:

http://nnlm.gov/evaluation/datacollection/

Please contact our office if you would like individual training on submitting the outreach data electronically to the NN/LM Outreach Activity Database.

Complete and include in the quarterly report an exhibit report and budget sheet following the attached outlines.

APPENDIX

Include copies of: communications, materials produced, press releases, advertisements, articles for newsletters, etc.

Budget

Expenditure	Code 98714	Beginning Amount	Quarterly Amount	Year-to-Date Amount	Remaining Amount
Personnel	900016	$18,892	$2,180	$2,180	$16,712.00
Equipment	947001	$6,500	$1,300.23	$1,300.23	$5,199.77
Supplies	931001	$3,000	$86.14	$86.14	$2,913.86
Communication		$1,000	-0-	-0-	$1,000
Reproduction		$2,000	-0-	-0-	$2,000
Other Costs-Travel	964018	$1,000	$63.01	$63.01	$936.99
		$32,392.00	$3,629.38	$3,629.38	$28,762.62

2004-2006 EXHIBIT REPORT OUTLINE

I.   DATE OF REPORT:
                March 1, 2005

II.   NAME OF PERSON SUBMITTING REPORT:
                Karen Fanning

III.   ADDRESS   **Verde Valley Medical Center**
                                269 S. Candy Lane
                                Cottonwood, AZ   86326

IV.   EXHIBIT:

    A. Name of Meeting: **Verde Valley Medical Center's Annual Heart Fair**

    B. Location (City, State):   **Cottonwood, AZ   86326**

    C. Dates: **February 26, 2005**

    D. Staff: **Karen Fanning**

    E. Number of Registrants: **-0-**

    F. Number of Exhibits: **20**

    G. Specify by Days: **Only one day, February 26, 2005.**
           1. Exhibit Hours: **8:00 am - Noon**
           2. Number of People Visiting the Booth: **277**
           3. Number of NLM System Demonstrations:**125**
           4. Number of Internet Demonstrations other than NLM System Demonstrations: **75**

    H. Total Number of People Visiting the Booth: **277**

    I. Total Number of NLM System Demonstrations: **125**

    J. Total Number of Internet Demonstrations other than NLM System Demonstrations: **75**

        Note: Visitors are counted only if there has been a meaningful interchange. Interchanges such as greetings and thanks that do not mention NLM, its resources or services are not counted as visits. In addition to clicker-counters, promotional products may be used to keep count of visitors if exhibit staff distributes them personally as a way of thanking each visitor. Someone who takes a promotional product or brochure

and leaves without an interchange with an exhibit staff person is not counted as a visitor. This should be taken into account when planning the number of brochures and products to send to an exhibit in future years. System demonstrations are counted as events. A system demonstration is counted as one regardless of the number of people watching or the number of resources covered. That is, one demonstration may be for five people and may cover multiple resources.

V.   EXHIBIT SUMMARY (Narrative)

A. Distribution of Pre-mailers, Letters or Invitations (if applicable):   **None**

B. Description of Booth Location: **Conference Room A**

C. Description of Program Presentations:

> **Since this program is an in-house program, there was no difficulty in making the arrangements to be included in the program. The only real problem that I encountered was that I was talking continuously for four hours. The attendees of the event were very interested in hearing about good quality consumer health information on the Internet. People came in groups of 5 to 8 people, mostly couples, so only one of the couple would take a handout. The estimate that I have heard was that there were over 400 people at the Fair.**

> **Note**: In the description of the program presentation, include specifics on how arrangements were made, difficulties, problems encountered in the process, length of presentation, and estimated attendance. If you were not successful in getting on the program, describe what attempts were made.

D. Were SIS resources highlighted at this meeting? If so, identify the SIS resources that were highlighted.

> **The SIS databases that I identified the most were the ToxTown and the Household Product Database.**

E. Problems: **I did not have any problems.**

F. User feedback: **See pink evaluation forms.**

G. Suggestions/comments: **See pink evaluation forms.**

H. Recommendations: Should NLM exhibit at this meeting next year? (Yes or no, give reasons for your answer)   **I do plan on attending this meeting next year.**

VI.   BUDGET SHEET   **-0-**

VII.   APPENDICES:

Maps of exhibit hall
Pictures   **See attached**
Samples of promotional materials used

2004-2006 Exhibit Budget Sheet

Meeting Title: **Verde Valley Medical Center Heart Fair**

Meeting City, State: **Cottonwood, AZ   86326**

Meeting Dates: **February 26, 2005**

ITEM	COST
Booth space fee	**-0-**
Internet connection fee	**-0-**
Other booth fees	**-0-**
Total exhibit booth fees	**-0-**
Shipping	**-0-**
Drayage and material handling	**-0-**
Total travel costs (including mileage, parking, airfare, accommodation, per diem)	**-0-**
Other costs (please specify)	**-0-**
TOTAL EXHIBIT COST	**-0-**

Access to Health Information for Arizona's

Tribal Nations I
UCLA Sub award No. 5415-G-DB163

And

Tribal Nations II
UCLA Sub award No. 5415-RFB-FB174

Arizona Health Sciences Library
University of Arizona
Tucson, Arizona

By Jeanette C. McCray
P. O. Box 245079
Tucson, AZ 85724-5079
Voice: 520/626-6121; Fax: 520/626-2922
Email: jeanette@AHSL.arizona.edu

Final Report
July 1, 2002 – April 15, 2005

Submitted September 1, 2005

1.   **Summary/Introduction:**

With ***Access to Health Information for Arizona's Tribal Nations (I & II)*** the Arizona Health Sciences Library (AHSL) of the University of Arizona (U of A) sought to improve access to health information for Native Americans in Arizona, and to have tribes identify and rely on AHSL as their primary broker and resource for assistance in addressing the health information needs of tribal members (including training on NLM's products).   Building on lessons learned from others, AHSL knew that culture, language, environment, politics, and other factors presented special challenges and that subcontract funding would permit AHSL to direct focused attention on working with American Indian communities to develop and carry out projects that address needs expressed by the communities themselves.

By improving access to health information, AHSL provides health practitioners with better access to the information they need when making decisions about the health care of their patients and consumers will be better informed about their health. Community leaders will know and be comfortable in contacting AHSL when knowledge-based information is needed. Better health for all Arizonans will result.

It was and continues to be AHSL's intent to forge and maintain long-term relationships with Arizona's American Indian populations.

Our activities:
- Workshops on accessing health information were presented all over the state to both health care professionals and consumers. Workshops included training on PubMed, MedlinePlus, and Loansome Doc; descriptions of services and resources available from AHSL; topic-specific presentations on Internet resources (tailored to needs described by tribes) such as diabetes, complementary and alternative medicine, substance abuse; fine-tuning library skills including advanced googling, evaluating a web site, where to find grants, reference interviewing
- A tribal listserv was set up to maintain contact with everyone we met. All kinds of information which might be relevant to tribal members (or those working with tribes) are shared with listserv members, including announcements of conferences, materials, resources, news reports, etc. We often hear back about how valuable the information has been; in addition our postings often turn up on yet other listservs indicating to us that the information is valued.
- A two-day conference for tribal librarians on health information was held in Tucson March 31-April 1, 2005. 16 librarians from around the state attended and thought the conference was wonderful. The state library was a partner in this enterprise.
- Mentoring Knowledge River students from the U of A School of Information Resources (SIRLS), learning from them about culture issues, and integrating them into our outreach efforts

Our accomplishments:
- AHSL has gained both visibility and credibility in working with tribes in Arizona.
- We have worked with tribal health professionals and officials in improving their access to information
- Tribal librarians are more comfortable helping their users find health information
- AHSL has gained credibility in working with U of A Native American and medical/public health researchers as peers

- One Knowledge River student is now an NLM Associate Fellow.
- AHSL has been able to leverage funds from a variety of resources to meet goals – NNLM PSR, Arizona Turning Point dollars, LSTA dollars from the State Library, U of A SIRLS and NLM money to hire American Indian students, NNLM MCR (Tribal Connections Four Corners project).

2. Geographic region/number of counties:

AHSL reached <u>all 15 counties</u> during the course of the project: Apache, Cochise, Coconino, Gila, Graham, Greenlee, La Paz, Maricopa (Phoenix), Mohave, Navajo, Pima (Tucson), Pinal, Santa Cruz, Yavapai, Yuma

3. Collaborations/Partnerships:
<u>TRIBES</u>

AHSL interacted directly with members of 10 of Arizona's 21 tribes: Ak Chin Indian Community, Chemehuevi Tribe, Colorado River Indian Tribes, Gila River Indian Community, Hopi Tribe, Navajo Nation, Pascua Yaqui Tribe, San Carlos Apache Tribe, Tohono O'odham Nation, and White Mountain Apache Tribe. We continue to stay in contact via our listservs, periodic letters and newsletters, and maintaining our visibility by attending conferences, health fairs and the like in our state.

Through our participation in the Arizona Turning Point Project, we contacted tribal health departments and tribal librarians to attend our workshops in all 15 counties in the state. Many attended.

With the help of the Arizona State Library, Archives, and Public Records and NNLM PSR, we identified and invited tribal librarians to Tucson to participate in a 2-day conference on Health Information for Tribal Libraries. 16 people attended this very-well-received conference.

<u>OTHER PARTNERS</u>
ARIZONA STATE DEPARTMENT OF HEALTH SERVICES (ADHS)
ARIZONA STATE LIBRARY, ARCHIVES AND PUBLIC RECORDS (STATE LIBRARY)
ARIZONA TELEMEDICINE PROGRAM
INTERTRIBAL COUNCIL OF ARIZONA (ITCA)
DINE COLLEGE, TSAILE
NAVAJO DEPARTMENT OF HEALTH
NATIONAL LIBRARY OF MEDICINE
NATIONAL NETWORK OF LIBRARIES OF MEDICINE (NNLM)
    PACIFIC SOUTHWEST REGION (PSR)
    MIDCONTINENTAL REGION (MCR)
    SOUTHCENTRAL REGION (SCR)
TRIBAL CONNECTIONS FOUR CORNERS PARTNERS
    UNIVERSITY OF COLORADO
    UNIVERSITY OF NEW MEXICO
    UNIVERSITY OF UTAH
UNIVERSITY OF ARIZONA (U of A) COLLEGE OF PUBLIC HEALTH (COPH)
UA SCHOOL OF INFORMATION RESOURCES AND LIBRARY SCIENCE (SIRLS)

4. Training:
- July 26, 2005 NACRP (Native Am. Cancer Research Partnership) Students (3) – PubMed, MedlinePlus, NA Databases
- May 6, 2005 – Hopi Health Center – PubMed, MedlinePlus, Datasets, West Nile

- o May 5, 2002 – Chinle Comprehensive Care Center – MedlinePlus, AZHIN, PubMed, Native American Databases, Complementary and Alternative Medicine Resources
- o Nov. 30, 2004 – Tribal Libraries training – Tucson – MedlinePlus, PubMed, NA Databases
- o Oct. 18-20, 2004 – Apache Women's Conference – Hon Dah, AZ
- o Sept. 23, 2004 - Whiteriver Indian Health Service Hospital, Whiteriver, AZ
- o Sept. 22, 2004 - Sage Memorial Hospital, Ganado, AZ
- o Sept. 21, 2004 – Dine' College – Tsaile, AZ
- o Sept. 20, 2004 - Chinle Comprehensive Care Center
- o July 6-7, 2004 – Navajo Nation Public Health Dept. – Window Rock, AZ
- o June 24, 2003 – Turning Point-Chemehuevi Tribe, Lake Havasu City, AZ
- o May 12, 2003 – Turning Point – Show Low, AZ
- o April 27, 2003 – Turning Point, Flagstaff DOH
- o Feb. 9, 2003 – Turning Point - TO Public Library, Sells, AZ
- o Jan. 27, 2003 – Turning Point, AZ Western Community College, Parker, AZ
- o Jan. 13, 2003 – Turning Point, Mohave Community College, Kingman, AZ
- o Jan. 12, 2004 – Turning Point – Prescott, AZ
- o Oct. 29, 2003 – Turning Point – Globe, AZ
- o Oct. 22-23, 2003 – Turning Point – Show Low, AZ
- o Oct. 17, 2003 – Turning Point – Page, AZ
- o Oct. 15, 2003 – Turning Point – Flagstaff, AZ
- o July 16, 2003 – Pascua Yaqui training – Tucson, AZ
- o Feb. 14, 2003 – Tribal Health Directors – Phoenix, AZ
- o Feb. 5, 2003 – Tribal Health Directors – Tucson, AZ
- o Feb. 4, 2003 – Tuba City, AZ - MedlinePlus and Basic Internet Explorer
- o Jan. 7, 2003 – Tuba City, AZ - Talk about their computer skill level and interests

5. **Training sites:**

Polacca, Arizona
Chinle Comprehensive Care Center, Chinle, AZ
Hon Dah Resort, AZ
Whiteriver, AZ
Ganado, AZ
Dine College, Tsaile, AZ
Chinle, AZ
Navajo Nation Department of Health, Window Rock, AZ
Navajo Nation Public Library, Window Rock, AZ
Chemehuevi Tribe, Lake Havasu City, AZ
Show Low Public Library, AZ
Flagstaff Department of Health. AZ
Tohono O'odham Public Library, Sells, AZ
AZ Western Community College, Parker, AZ
Mohave Community College, Kingman, AZ
Yavapai Community College, Prescott, AZ
Gila Community College, Globe, AZ
Show Low Public Library, AZ
Flagstaff Public Library, AZ
Page Public Library, AZ
Tucson Public Library, AZ
Tuba City Regional Health Center, Tuba City, AZ

6. **Exhibits:**
   - June 21-22, 2005 Navajo IRB Conference
   - June 6-7, 2005 AZ Commission on Indian Affairs – Sedona
   - May 4, 2005 Native American Community Health Center's (NACHC, Inc.) 2nd Annual Health Fair
   - April 28, 2005 17th Annual Arizona Indian Council on Aging
   - Conference – Tucson
   - Jan. 18-19, 2005 Native Diabetes Prevention Conference – PHX
   - May 11-13, 2004 - IHS Research Conf – Scottsdale, AZ
   - May 13-15, 2003 - AI/AN Research Conference, Scottsdale, AZ

7. **Resource materials:**
   Workshop handouts will be available to anyone from AZHealthInfo.org by December 2005.

8. **Web sites:**
   A specific website was NOT constructed for this project. However, AHSL has enhanced its Native American resources page. See: http://www.ahsl.arizona.edu/weblinks/topics.cfm Select "American Indian Resources".

   In addition AZHealthInfo.org (another project of AHSL) has significant tribal content. See http://azhealthinfo.org/ .

9. **Document delivery and reference services:**
   Loansome Doc training was done at a number of the trainings. Promotional material about the library includes information on obtaining articles and the like from AHSL, as well as how to access reference services. However no relevant statistics have been kept by either Information Services or Interlibrary Loan on how much either service is used by tribal members or those serving tribal members.

10. **Approaches and interventions used:**
    Our approach can be characterized as being visibly present at as many functions, conferences, classes, meetings as we can possibly attend:
    - We offer to make a presentation or present a workshop at every conference we agree to attend (in addition to exhibiting).
    - We've set up meetings with tribal leaders where we listen to their concerns first
    - We've worked with the Intertribal Council of Arizona, an organization of tribal leaders from 19 of Arizona's 21 tribes, with a strong Health Services division.
    - We exhibit at health fairs, tribal fairs, conferences, and other events that are aimed at consumers
    - We attend lectures at the UofA where prominent tribal health professionals speak
    - We took a for-credit class in the College of Public Health on Indian Health Policy

- We are intentional about developing workshops that address topics important in Arizona to tribal members
- By having one person do most of our outreach (Pat Auflick), she becomes immediately recognizable to many of those who attend events. Tribal members know we want to help because we attend their events. Pat always speaks up at events and also networks with other exhibitors and presenters, thus raising our visibility as well.

When a training event has been planned, we are persistent in our communication: save-the-date postcards are followed by more complete information. As the date approaches, faxes and emails are sent and phone calls are made.

We are very creative in thinking about ways we might be of assistance given a particular issue. Thinking ouside the box is important in working with these groups. For instance, one event we're considering for the future involves setting up a staffed table outside of the main grocery store on one reservation in order to reach a large number of people.

Another approach was to hold a tribal librarian conference focused on health information. Our goal in this project was to empower tribal librarians to assist their users in finding health information. Their users could be tribal members or health professionals. In the course of the two days, their awareness of what was available increased many times over. And they realize we are here to help them.

In addition we have made personal contact with faculty members at the University of Arizona who are working with tribes, with 2 ends in mind – one to learn from their experiences and obtain some possible tribal contact names, and two, to tell them of what we have to offer so that our expertise can be folded in their projects as well.

Finally we have leveraged our relationship with the School of Information Resources and Library Science by becoming partners with them in the Knowledge River program, designed to attract native Americans and Hispanics to the field of librarianship. NLM partners with us to provide two paid internships working at AHSL. The goal is to attract these future librarians to health sciences librarianship. For AHSL, it provides us with an added edge, that of having access to Native American students working with us. To the extent possible, the students participate in our outreach activities – their insights have been useful in our understanding of working with these cultures.

11. **Evaluation:**
We are planning a follow-up phone evaluation with those who attended the tribal librarians' conference in Spring 2005. Most workshops included an evaluation form at the end of the presentation to fill out. We rely heavily on feedback from the the attendees – was this worthwhile? - did it help with the questions you had? - what other topics are you interested in? Questions such these always elicit very positive responses.

Is AHSL satisfied with the project? YES. We made contact with a number of tribes. Our visibility has increased dramatically; we have name recognition. We have a number of good tribal contacts to pursue in the future. A number of researchers on our campus are aware of what we can bring to the table.

12. **Problems or barriers encountered:**

When doing an event off-site, we NEVER know what might happen. There is ALWAYS something to overcome. We travel with three modes of presentation:

- High tech – online access to the Internet for both instructor and attendees
- Medium tech – powerpoint presentation by the instructor (telecommunications have failed)
- No tech – Instructor works through a set of handouts

The quality of the CONTACT PERSON is CRITICAL. If the promotion work has been done by the local contact person, we will have a decent attendance. If not, no one is likely to attend. And of course, we don't know ahead of time what the local promotion effort has consisted of. Adding to this dilemma – there seems to be lots of turnover in local positions charged with these responsibilities.

The distances which must be covered are not trivial – time spent in travel is significant. Whenever possible, we try to schedule several events on successive dates in order to get the most out of the time it takes to get there.

We have found it difficult at times to figure out what tribal members and/or communities want or need. Tribal members have difficulty conceptualizing what we have to offer. It is our impression that this may be because:

- Concepts are new
- Research skills are limited in general
- There is little Internet experience
- Experience using a computer varies widely
- Tribal priorities lie elsewhere

13. **Continuation plans:**

We plan to continue addressing the needs of Native Americans in our state. We are hopeful of obtaining support from NNLM PSR, from NLM, and perhaps from the State Library. Having additional support allows us to set aside the kind of time it takes to pursue this work. It is very time consuming and moves at a much slower pace than conventional outreach.

We intend to continue following up and keeping in touch with our contacts. There are several tribes we have yet to contact and we pursue a connection with them as well.

We intend to continue work with the Tribal Connections Four Corners partnership in addressing the needs of the Four Corners tribes and their providers.

We intend to continue to look for partnership opportunities with U of A faculty working with these groups.

The State Library continues to be very involved in tribal libraries and very interested in health information promotion. They will continue to be a most valued partner.

14. **Impact:**

AHSL and the tribes we've worked with are mutually aware of each other, and the basis for a long-term partnership has been developed. We have a clear understanding of how to proceed, the time and effort it will take, and the types of issues we will need to address.

15. **Recommendations for improvement:**

Subcontracts offered by NLM via NNLM PSR with one to two-year time periods are not long enough to achieve significant progess in reaching out to tribes. We would suggest doubling the time frame.

16. **Responses to follow-up questions (attached):**

FOLLOW-UP QUESTIONS

1. **Were your original project goals and objectives met? If not, why not?**

Our goals were met. We wanted to begin the development of a long-term relationship with the tribes in Arizona, so that they would know where to come to find answers. And we would be know when we approached them.

2. **What significant lessons were learned which would be of interest or use to others conducting outreach projects? Which strategies were the most effective in implementing the project?**

The single most important thing we learned was the importance of visibility at events that are important to the tribe. This bought us credibility in terms of our wanting to work with them long term. We are now receiving inquiries and contacts on a regular basis. Many contacts will be made by talking with other exhibitors. It is also useful to exploit more than one opportunity simultaneously. The process of setting up a training sometimes takes a very long time. (At other times, there's hardly enough time to organize something.) In the end, the message is to be agile and yet flexible when making these arrangements.

3. **If you were to start all over again, what, if anything, would you change about your goals, project plans, etc.?**

We would not change our goals, but we would lengthen the timeline to achieve them considerably.

4. **What advice or recommendations would you give to anyone considering a similar outreach effort?**

Be a good listener. Do something tribal members want to do. Be very flexible, be willing to change plans as needed. Plan several back-up modes of presentation. Enjoy the experience.

Facilitating School Nurses Access to Electronic Data

San Diego State University, San Diego

Quarterly Report, December 1-February 28, 2005

Report Submitted By:
      Marilyn Hall and Renee McLeod
      Library & Information Access
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      5500 Campanile Drive
      San Diego, CA, 92182-8050

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Summary/Introduction

1) <u>Progress Towards the Project's Major Objectives</u>

   a) *Administrative and Planning Activities*
      ❖ The PI's participated in several training sessions or speaking opportunities:

         o **"Personal Digital Assistant (PDA) Part 1 and Part 2"** Invited workshop at the California School Nurse Organization (CSNO) 55th Annual Conference, *Unity in Diversity: Health is the Connection*, held in Hollywood, CA February 5, 2005. (McLeod)

         o **"Improving Physical and Mental Health Coordination Through Handheld Technology."** Invited Keynote speaker for the Physical and Behavioral Health Coordination Conference, January 18, 2005, San Diego, CA. (McLeod)

      ❖ Co-PI Marilyn Hall is recuperating from a major automobile accident. She is getting healthier and is in physiotherapy. Another request for a no-cost extension to continue the data analysis and write the final report was kindly provided.

      ❖ Several more school nurses completed the post tests.

      ❖ Extensive data analysis occurred on the pre- and post-tests .

      ❖ McLeod's Margi (presentation cable for the PDA) was used so often for presentations that it actually corrupted or damaged the entry port and required her to replace the PDA and Margi. Margi devices were purchased for both trainers (Co-PI's) so each can offer training sessions without overburdening a single PDA device.

      ❖ McLeod and Hall provided ongoing support to school nurses in San Diego and Imperial County.

      ❖ Planning and booking of additional trainings in summer and fall 2005 on PDA and indepth internet searching and use of NLM tools.

      ❖ Planned article submission in early fall 2005 and conference applications.

      ❖ McLeod and Hall explored additional grant opportunities to expand this program and testing to Nurse Practitioners.

   b) *Collaborations/Partnerships*
      ❖ N/A

   c) *Publicity/Marketing Activities*
      ❖ N/A

   d) *Product/Resource Development Activities*
      ❖ Hall tested recording technology and digital editing of some of the training sessions using Camtasia and other software to produce brief learning modules in addition to powerpoint and html.

    e) Site Visits
- ❖ *Imperial County* – The second of two informal sessions (site visits) to provide support to a few of the 8 regional school nurses. It was scaled back to one day sessions due to Hall recuperating from an accident and varying levels of knowledge due to the trainings in San Diego which several nurses attended:
  - ▪ February 12, 2005, Brawley, CA

    f) Outreach Activities
        Total no. of training or demonstrations during this quarter = 2 + site visit
        Total no. of sessions with half or more of the participants from minority populations = 0
        Total no. of participants = over 298 (plus 6 at site visit)

    g) *Website Development Activities*
- ❖ The website is a password-required, participant access only and will be transferred to a more public site which can be marketed during Summer/Fall 2005.

    h) Exhibits
- ❖ N/A

2) Lonesome Doc/Document Delivery Activities
- ❖ Reminded participants of Document Delivery options they could easily arrange.

3) Evaluation Activities
- ❖ Ongoing analysis of pre-and post-test data.

4) Problems/Corrective Actions
- ❖ N/A

5) Lessons Learned/Significant Feedback
- ❖ Although the project is coming to a close, the results and training from it are continuing. We are trying to learn new formats for supporting participants which require less personal time on part of the Co-PI's.

6) Project Activities for Next Quarter
- ❖ *Note*: we are hoping future trainings and presentations will evolve to include less of a focus on the PDA and Internet basics, to more on clinical queries, effective reference materials, and practical tips for organized use of electronic tools and information management.
- ❖ Several additional classes have already been booked for Spring, Summer and Fall 2005.
- ❖ Complete final report for this project.

7) Reports of Training/Demonstration Sessions and/or Exhibit Reports
        (appended)

Appendix
- Training report forms

Facilitating School Nurses Access to Electronic Data, San Diego State University
Quarterly Report, December 1-February 28, 2005

B- 45 -

NN/LM NO. 5415 GFB342

Title: Senior Health Project: Access to Electronic Health Information

Institution: Pacific College of Oriental Medicine
        7445 Mission Valley Road, Ste 105
        San Diego, CA 92108

Principal Investigator: Naomi C. Broering, MLS, MA, FACMI, AHIP
Dean of Libraries, Pacific College of Oriental Medicine Library
7445 Mission Valley Road, Ste 105
San Diego, CA 92108
nbroering@pacificcollege.edu
Phone 619-574-6909 X134, Fax 619-574-6641

Quarterly Report No 2: December 1, 2004 to February 28, 2005

Date: March 1, 2005

Summary/Introduction.

1. **Description of progress towards the Project's Major Objectives.**
   a. **Administrative/Planning Activities. Phase 1. Implementation plans**
      1.) The major tasks of Phase 1 Implementation Planning are completed, although a few technical items were addressed during the 2nd quarter are cited below:
      2.) To meet project needs the budget was revised to allow purchase of an additional computer (currently being ordered).
      3.) An Internet router was acquired and installed at the Senior Clinic to enhance and strengthen the wireless connection.
      4.) A pair of speakers had to be acquired for power point presentations.
      5.) New announcement flyers were needed to modify and change a few Introduction presentations and Computer Class dates in 2005.

   b. **Collaboration/Partnerships. - Phase 2. Instruction Program and Schedules**
      1.) The Riford Center switched our dates to accommodate another group. Riford staff attended one of the computer classes, although they are extremely busy and feel they cannot help users. Instructional program was extended to include participant questions and special searches. Small groups work best for one-on-one instruction.
      2.) Conducted meetings with the Third Avenue Charitable Organization (TACO) Director, at the Lutheran Church to publicize the classes in the Church's newsletter. New flyers were developed.
      3.) Special presentations were made for the clinic Health Professional Students so they can inform their patients to enroll in the classes.
      4.) A special presentation was made at the Riford Center to announce expanded classes and new dates.
   c. **Publicity/Marketing Activities. Phase 1 & 2**
      1.) Flyers were developed to advertise the computer class workshops.
      2.) Flyers were distributed at the First Lutheran Church, PCOM Clinic, La Jolla Recreation Center, La Jolla Presbyterian Church, and La Jolla Public Library. The Activity Director at the Catholic Charities in San Diego was contacted, to acquaint him with the benefits for their residents.
      3.) The Pacific Beach Public Library Director requested an extended project at their location. This was addressed in an Express Award proposal.
   d. **Product/Resource Development Activities. Phase 3 Initiate &Conduct Instruction**
      1.) The instructional program is well developed and functioning at both sites. The workbooks help the participants follow the online screen displays, and they can conduct the class exercises with ease. Some participants grasp the material easily and are able to advance to next level quickly. Others require repeated class attendance. Many gravitate to the Interactive Tutorials, and learn how to utilize them quickly.
      2.) The training workbook, developed to use the MedlinePlus website, has proven successful. It includes "fill-in" blanks to ensure they navigate the web site correctly.

3.) Links to the PCOM library website is taught, so attendees can get additional information of books or articles both on line and in the library.
4.) Access from PCOM library web site to other local libraries, specifically the city public library and the county libraries is covered in the classes. Participants can use the skills learned at these libraries in the future.

e. Outreach Activities & Instructional Program at both sites Phase 3 & 4
1.) There were 42 sessions conducted comprised of over 5 major promotional presentations about the project, 37 classes. In addition, there were 4 meetings with the center director's and clinic presentations with faculty and students..
Publicity included 4 press releases, 12 publicity distributions including 750 flyers (The Riford Center requests 250 flyers each month for distribution with their newsletter). An additional 71 new people attended presentations about the classes and 400 people (2 days) including vendors who attended the MLGSCA posters sessions. There were 37 class sessions.
2.) Instruction at the Riford Center includes two 1 hour classes conducted each Wednesday to attendees which make appointments. The instructors include the Project Director, Project Manager and a Health professional student assistant.
3.) Instruction at the First Lutheran Church Senior Clinic is held on Mondays and Wednesday mornings. Depending on attendees at least two or three instructors also conduct these classes. The 3 lap top computers are brought to each class.
4.) Instruction continues to include all the MedlinePlus components and modules, plus access to Pub Med and other databases including the public libraries in follow-up sessions.

f. Website Development Activities
1.) The link to Alt Health Watch from the PCOM Library web page is also used because they do not need to enter a special password. This service is under a contract for the project period and will end in February 2006.

g. Exhibits
1.) A poster session was held for two days during the MLGSCA meeting in Long Beach, CA on February 3-5.
2.) The abstract was approved for a poster session at the MLA annual conference in May 2005
3.) The scholarly article submitted to the Journal of Consumer Health on the Internet is in Press, and due out soon.

2. Loansome Doc/Document Delivery Activities
a. We have demonstrated and discussed mechanisms for interlibrary loans through PCOM and the public Libraries. Generally, the attendees do not seem interested in requesting articles; they prefer to print the Medline Plus text.

3. Evaluation Activities
a. Survey and Questionnaires

1.) At the end of each session, attendees are asked to complete an activity form and a brief questionnaire. Generally, the attendees take them but do not turn in the questionnaires. However, we are gathering the ones submitted.
2.) Attendees prefer to give verbal feedback during the sessions and at the end before they leave.
3.) The workbooks exercises are monitored during the class to evaluate the participants' knowledge and to therefore, adjust the primary instruction.
4.) By observation, there are some participants who cannot physically manage the mouse and they need additional assistance.
5.) Remarks, questionnaires and feedback will be included in the evaluation.

4. **Problems and Changes**
   a. There have been no major instructional problems with the project to date. Some users need special attention to operate the mouse.
   b. Technical problems developed recently with the wireless communication at the Senior Center, as the connections come in and out during the sessions. This has been rectified by adding a wireless range extender to the site.
   c. The budget revision is helping us to acquire needed equipment for the project.
   d. The Riford Center has changed the class schedule and we anticipate a change in the Clinic Schedule next semester.
   e. The move to the Church Nursery for the Senior Clinic has helped eliminate the computer screen wash-out previously experienced during the morning sessions from the bright sunlight.
   f. We have added the Pacific Beach Library and the Clairemont Friendship Senior center in the Express Award project.
   g. We have also been invited to make a presentation to a special group at the Clairemont Friendship Senior Center and the La Jolla Public Library also wants us to provide instructional classes at their library.

5. **Lesson Learned**
   a. We are constantly making changes and adjustments to the instruction and also to the schedules of the senior centers.
   b. Some seniors need special assistance and they often return for repeat sessions.
   c. One-on-one instruction continues to be important. Seniors perform best when they have individual assistance and they require great patience from the instructors.
   d. Modifications in equipment needs have been addressed and seems to be stabilizing.
   e. The project is highly labor intensive and student assistants have been very useful in providing individual attention to the participants

6. **Projected Activities for next quarter**
   a. We will continue to work on all phases of the project.
   b. We plan sessions to discuss interlibrary loans and how to make requests.
   c. The presentations to other local groups mentioned previously will continue as part of the project as long as we receive invitations from the community.
   d. Effective February 1, 2005 we extended the project through the Express Award, which will be reported in other quarterly reports in 2005.

7. **Report of Training and Demonstrations**
   a. There have been 5 major presentations to various groups.

b. We have provided 37 class sessions at the project sites. Four classes each week at the Senior Clinic and two classes each week at the Riford center.
c. A total of 561 people have been briefed about the project.
d. We received many favorable remarks about the project during the MLGSCA poster sessions.
e. **See attachments for details.**

The Lung Express at Preuss: Peer Training Project

FINAL REPORT

January – April 2005

UC San Diego Medical Center Library, The Preuss School UCSD and the
American Lung Association San Diego and Imperial Counties Chapter

University of California, San Diego
9300 Gilman Drive
La Jolla, California, 92093

Craig Haynes
UC-San Diego Medical Center Library
216 W. Dickinson St.
San Diego, CA 92103
619-543-6520

Meghan Kaheny
The Preuss School UCSD Libraries

Kathy Sullivan-Saling
San Diego and Imperial Counties Chapter of the
American Lung Association

April 30th , 2005

UC-San Diego, Preuss School, ALA
Lung Express Peer Trainer Project

Acknowledgements:

Thanks to the following persons for their participation and support:

REPORT

Contents [Electronic verson[1]]

- Quarterly and Final Report
- Outreach Activity Reports **(Available in hard copy only.)**
- Award Notification **(Available in hard copy only)**
- Budget
- Project Schedule of Activities, Curriculum & Events
- Peer Trainer Session Schedules
- Peer Trainer Training Materials
- Peer Trainer Research Projects [separate attachements]
- Peer Training Sessions
    - Peer Trainer Presentations **[Separate attachments]**
    - Student Materials
    - Pretest and posttest results
- Pictorial
- Peer Trainer Evaluations **(Form only, responses in hard copy)**

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[1] Some sections of this report were not reproducible in an electronic format. PSRML has the original hard copy with all sections including special elements provided by collaborators.

QUARTERLY AND FINAL REPORT

Success Stories and Impact of the Information

The peer trainers (12th grade students) were highly motivated and interested not only in the project, but in health and science in general. In peer training module 2, the peer trainers learned about the online respiratory health and disease resources available through Medlineplus®: Child and Teen. In addition, the medical librarian led the students though a demonstration of ToxTown and directed students to their own "Health Information @Preuss" website, which was created with NLM funds 3 years ago, and which continues to provide access to excellent teen health websites and health information for their friends and families as well.

To encourage interaction and utilization of these online resources (as well as utilization of the print resources available in their library), the peer trainers were assigned a 5-10 page report or powerpoint presentation, in which they had to use Medlineplus, or Toxtown or the print resources presented to them by the medical librarian. Their research reports are a part of this final project report and you will note that most of the students chose to do a written report.

In the execution phase of the project, when the peer trainers had to stand and deliver to ninth grade classrooms, they were confident and knowledgeable and were able to impart to the ninth grade students the importance of clean air, tobacco cessation and lung and respiratory physiology. They encouraged the ninth grade students to visit Medlineplus® for quality information and for completing other academic work.

The ninth grade students received 2 handouts during the classroom phase of their instruction. One handout details (in bibliographic format) the print materials available to them on lung health and disease and it lists the urls for Medlineplus®, Toxtown and the Household Products website. Students were given Medlineplus pens to remind them of this rich resource.

Problems

This is the second collaboration between the Preuss School, the American Lung Association local chapter[2] and UC-San Diego Medical Center. As a result of prior experience, mutual support and cooperation, there were no problems.

Administrative Activities

None to report

Activities planned for next quarter

This is the final report.

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[2] San Diego and Imperial Counties Chapter. ALA Chapters are independent community-based operations.

BUDGET

Personnel:	**$1,800.00**
Equipment:	**$0.00**
Supplies:	**$2,700.00**
Travel:	**$0.00**
Overhead:	**$500.00**
Other:	**$0.00**
Total:	**$5,000.00**

The Preuss School UCSD Peer Training Project Regarding
Lung Health, Disease and Environmental Health & Air Quality

SCHEDULE OF ACTIVITIES, CURRICULUM & EVENTS

A Collaboration of UCSD Medical Center Library, Preuss School UCSD, and the
American Lung Association, San Diego and Imperial Counties Chapter

OVERVIEW

Over the course of 12 weeks, project leaders will create a variety of learning experiences
(lecture, demonstration, special speakers, etc.) that will enable the 6 peer trainers to build
their knowledge and skills in four areas:
- American Lung Association, history, purpose, mission.
- Lung health and disease. Environment and air quality issues.
- Information resources. Using and evaluating print and online materials, e.g.,
  Medlineplus, ToxTown, Health Information @Preuss (HIP), et al.
- General pedagogical technique. Imparting issues in lung health and disease to
  ninth grade students.

In the last weeks of the trimester, probably in April, the peer trainers will conduct their
training with approximately 90 ninth grade students. Two peer trainers will be assigned to
a group of 30 ninth grade students. There will be about 7-10 sessions total, including the
train the trainer sessions and the actual training of the 9th graders by the peer high school
interns.

Peer Training schedule and activities

MODULE 1
January (week of the 3rd) –
Action: American Lung Association (ALA) Peer Training Packet distribution. The packet
will contain background on the ALA, the mission and purpose. (Enclose packet with final
report)

Action: Peer trainers *maintain journals* and upon completion of the packet review and
ALA lecture, enter reflections.

January 7th, 2005 —
Action: ALA Instructor presents lecture (1 hour) regarding ALA mission and discusses
community outreach activities. ALA history and background is presented and a broad
overview of the role of public health the ALA's specific projects, e.g., Lung Express
background and orientation.

Action completed: Lecture completed 1/7/2005
No. of students in session: 6
Length of session: 1 hour

January 31st, 2005—
Action: Dr. Barry Winn, UCSD Education Coordinator, Respiratory Therapy faculty lectures on the respiratory system, lung physiology, lung health and disease and environmental factors that influence air quality and issues related to lung health, especially for young people and other high risk communities.

Action: Peer trainers are *administered quiz* regarding major points and issues of lecture.

Action: Peer trainers *enter* lecture reflection in journal and *share* journal reflections with fellow trainers.

Action completed: 1/31/2005
No. of students in session: 6
Length of session: 1.5 hours

MODULE 2
February 2nd, 2005—

Action: UCSD Medical Center Librarian issues Information Resources Peer Training Packet. (Enclose packet with final report)

February 4th, 2005—

Action: UCSD Medical Center Librarian presents lecture (1.5 hours) to guide students through packet materials and both print and online resources in respiratory health and disease (Medlineplus® and ToxTown®), as well as a bibliography of print materials in Preuss School Library.

Action: Peer trainers *enter reflections* on the lecture and material covered in journal.

Action completed: 2/4/2005
No. of students in session: 6
Length of session: 1.5 hours

February 7th – 25th

Action: Utilizing the information resources studied in Module 2, peer trainers will select a topic in lung health, disease, air quality and prepare a 5-10 page report with detailed bibliography. DUE DATE: February 28th

Action completed: February 28th
No of reports received: 5

UC-San Diego, Preuss School, ALA
Lung Express Peer Trainer Project

MODULE 3
March –Training from American Lung Association Instructors on Lung Express Exhibits and Review of Respiratory System / packaging and delivery of the information for 30 minute training.

March 14th –
Action: A. Alvarez and K. Sullivan-Saling present training regarding Lung Express exhibits and coach peer trainers regarding presentation of tobacco marketing.

Action: Peer trainers are tested on major elements of teaching module.

Action: Peer trainers enter reflections in journal.

Action completed: 3/14/2005
No. of students trained: 6
Length of session: 1.5 hours

MODULE 4
March 2nd --
Action: Instructional/Pedagogical Techniques Peer Training Packet distribution.

March 30th –
Action: Project leaders (Haynes, Kaheny) present session on the "how-to's" of teaching students and unveil the curriculum that will be used in training their ninth grade trainees.

Action: Peer trainers enter reflections in journal.

Action completed: 3/14/2005
No. of students trained: 6
Length of session: 1.5 hours

EXECUTION
April—

Action: The three peer training teams present 30 minute lectures to ninth graders. At close of lecture, students rotate through 3 stations: Tobacco marketing, Lung Express and Asthma Video.

Methodology: 3 peer trainer teams will be assigned to a class of 30 students.

Action completed: 4/6/2005 and 4/20/2005
No. of students: 76
Length of session: 1.5 hours

UC-San Diego, Preuss School, ALA
Lung Express Peer Trainer Project

<u>Lung Express Peer Trainers</u>
<u>Session 2 & 3: April 20<u>th 3</u></u>

Peer trainers meet in the library at 12:15pm. Pick-up a t-shirt.

Team one: Paul and Nancy / posttest and video.
Team two: Jerri and Martha /Presentation (Faculty: Cole) / Tobacco Marketing
Team three: Ashley and Afshan /Presentation (Faculty: Smieja) Lung Express

12:35-1:05 *Team 2 & 3 (Jerri, Martha, Ashley, Afshan)*:
- Pretest
- Presentation on Respiratory System, distribution of handouts.

Divide the students into 3 groups of 10 students.

1:10 – 1:50

Team 3 – Student Group A: Lung Express (go to Lung Express) **<u>20 minutes</u>**
Team 2—Student Group B: Tobacco Marketing (go outside on grass near Lung Express)
<u>15 minutes</u>
Team 1—Student Group C: Post-test, video **<u>15 minutes</u>**

Groups will rotate at appointed time to following destinations and locations.

- Lung Express (bus)
- Tobacco marketing (outside on grass)
- Post-test, video / respiratory experiments (classroom)

1:50 – 2:00pm

All students gather outside for parachute (alveoli exercise). Distribution of t-shirts and thanks for participation.

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[3] The first peer trainer led session was on 4/6, which involved one class and one set of trainers. These session on 4/20, involved 2 classes and 2 different peer trainer teams for the classroom segment.

The Preuss School
Peer Trainers
Training Manual

Lung Express
on the road to better breathing

Peer Trainer
[Name of peer trainer]

A Collaborative Project:

The Preuss School UCSD
American Lung Association/San Diego, Imperial Counties Chapter
UCSD Medical Center Library

**The Preuss School UCSD
ALA Peer Training
Project
MODULE 3**

**Training of the Trainers: A Summary
March 14th, 2005**

THE TRAINING: Some Skills

Materials needed: *Principles and Methods of Training Handbook*

The Trainer:
1. What is the most important element in a training situation?

The Presentation: Things to remember
1. Effective Communication. List some qualities you've observed of a good communicator. List some qualities you've observed of a poor communicator.

2. *Elements of presentation*

- Greeting
- Your name
- Purpose
- Goals
- Content presentation

SCRIPT
[Example: Good afternoon everyone. My name is:_____
and my training partner is _____. Today we want to talk to you about the importance of good respiratory health and healthy lungs. Our session will be conducted in two parts.

In part one, we will briefly review the mechanics of the respiratory system: the anatomy of the system and how it works; and we will provide a list of additional resources that you may use to learn more about the respiratory system. Some of these resources are online others are in print and available in our library.

In part 2 of our session, we will visit the Lung Express. The Lung Express is a moving interactive exhibit that will give you hands-on experience not only with the anatomy of the respiratory system but with other important issues related to clean air and health lungs.

At the end of our training, we hope that you will have an increased awareness of how important your lungs are, how important clean air is and why you must maintain healthy lungs by avoiding toxic air pollutants and abstaining from the use of tobacco products and any other substance that would harm your delicate respiratory system.]

EXERCISE: Practice with partner

<u>CONTENT PRESENTATION</u>

3. Methods

- Lecture
    - PowerPoint [Optional]
- Handouts
    - Additional resources list
    - Can you name respiratory system parts
    - Gas exchange
    - Glossary
- Exhibits w/hands-on interactivity
    - Lung Express
- Reminder / reinforcement of participation (presentation of T-Shirt)

4. Techniques

- Asking questions
- Using handouts
- Exercises completed individually or in teams

5. Summary: Recommendations for an effective presentation

6. Planning and preparation

- Outline
- Content and other materials
- Equipment

7. Training with American Lung Association Instructors regarding the Lung Express Exhibits on March 30th.

UC-San Diego, Preuss School, ALA
Lung Express Peer Trainer Project

AMERICAN
LUNG
ASSOCIATION®
of San Diego and
Imperial Counties

The Preuss School UCSD
ALA Peer Training
Project

TRAINING Session Outline: Part I
CONTENT
The Respiratory System

Activity: Lecture. PowerPoint or handout with anatomical display of respiratory system. Use ALA "Our Respiratory System" as script. (see salmon handout.)

Go over the parts of the respiratory system

HANDOUT: Glossary

Nose
Mouth
Lungs
Aveoli
Bronchial tubes
DIaphragm

Questions after lecture:
What is the Major Role of the respiratory system?
The main role of the respiratory system is to provide gas exchange between the blood and the environment. Primarily, oxygen is absorbed from the atmosphere into the body and carbon dioxide is expelled from the body.
What are the Major Organs of the respiratory system?
Nose, trachea and lungs.
What are 3 or 4 major diseases of the respiratory system and what causes them?
a) Asthma: narrows the airways by causing an allergy-induced spasms of surrounding muscles or by clogging the airways with mucus.
b) Bronchitis: is an inflammatory response that reduces airflow and is caused by long-term exposure to irritants such as cigarette smoke, air pollutants, or allergens.
c) Cystic Fibrosis: is a genetic defect that causes excessive mucus production that clogs the airways.
d) Lung cancer: There are a variety of causes substances such as asbestos and coal tar products can cause lung cancer, at least 85% of the disease is related to smoking.

HANDOUT: Additional resources: Online resources and print library resources

**The Preuss School UCSD
ALA Peer Training**

TRAINING Session Outline: Part II

The Lung Express Exhibits

MATERIALS NEEDED: ALA handout.

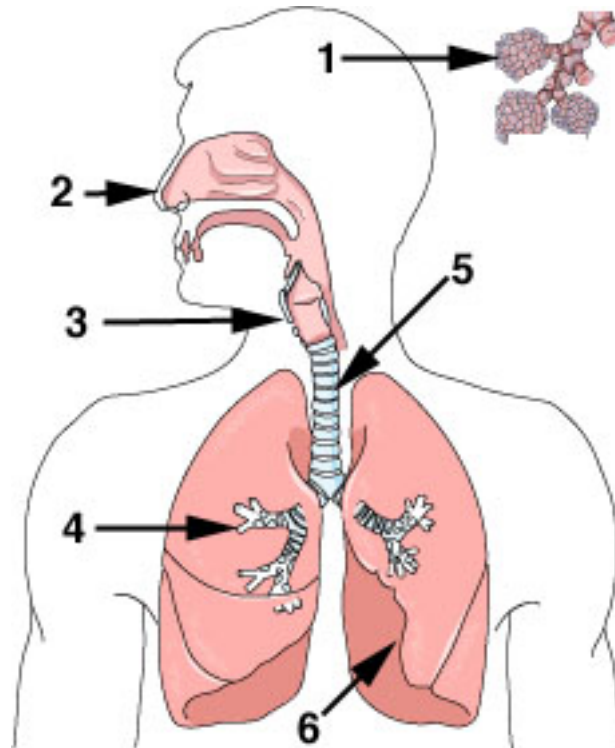TRAINING: from ALA instructors (March 30th)

<u>MAJOR AREAS LUNG EXPRESS EXHIBITS</u>

- About the Lungs (see handout)

- Tobacco Use Prevention (see handout)

- Controlling Asthma (see handout)

- Clean air (see handout)

Can you name some or all of these parts of the respiratory system?

[student handout]

1._____

2. _____

3. _____

4._____

5. _____

6. _____

This picture of the respiratory system is not complete. What is missing?

7. Begins with the letter "D" _____

8. Begins with the letter "M"_____

TO LEARN MORE ABOUT THE RESPIRATORY SYSTEM AND LUNG HEALTH AND DISEASES

ONLINE and PRINT RESOURCES
[Student Handout]

The Preuss School Health Website:
Health Information @Preuss (HIP) http://preuss.ucsd.edu/hip

SELECT
- Channel 6 **Medlineplus** for Child and teens http://medlineplus.gov See Respiratory and syncitial diseases.

Go to:
- **ToxTown** http://toxtown.nlm.nih.gov

Go to:
- American Lung Association http://www.lungsandiego.org/

Go to:
- Household products http://householdproducts.nlm.nih.gov/

PRINT RESOURCES AVAILABLE IN PREUSS SCHOOL LIBRARY

Nagel, Rob. Body By Design. Detroit: UXL, 2000. Vol 1,2
Parker, Steve. The Lungs and Respiratory System
Greenberg, Alissa. Asthma. New York: Franklin Watts, 2000.
Kittredge, Mary. The Respiratory System. New York: Chelsea House, 2000.
Simpson, Carolyn. Everything You Need to Know About Asthma. New York: Rosen Publishing, 1998.
Peacock, Judith. Asthma. Mankato: Capstone Press, 2000.
Murphy, Wendy. Asthma. Brookfield: Millbrook Press, 1998.
Miller, Christina G. Air Alert: Rescuing the Earth's Atmosphere. Antheneum Books for Young Readers, 1996.
Yount, Lisa. Our Endangered Planet. Lerner Publications, 1995.
Baines, John. Keeping the Air Clean Austin: Raintree Steck-Vaughn, 1998.
Kidd, J.S. Into Thin Air: The Problem of Air Pollution. New York: Facts on File, 1998.
Gallant, Roy. Atmosphere: Sea of Air: Tarrytown: Benchmark Books, 2003.
Pietrusza, David. Smoking. 1949.
Lang, Susan. Teens & Tobacco: A Fatal Attraction.
Wiliams, Mary E. Tobacco and Smoking: Opposing Viewpoints.
McMillan, Daniel. Teen Smoking: Understanding the Risks.
Ayer, Eleanor. Teen Smoking.
Alvin, Virginia. The Respiratory System. Twenty-First Century Books, 1994.
Lee, Justin. The Respiratory System. New York: Rosen Publishing Group, 2001.
Steve. The Lungs and the Respiratory System. Austin: Raintree-Steck Vaughn, 1997.

MAGAZINES/JOURNALS
*Prevention Magazine – latest + back editions
*Scientific American Magazine – latest + back editions
*Science News Magazine – latest + back editions

REFERENCE BOOKS:
Levchuck, Caroline. Healthy Living San Fransisco: UXL, 2000. 3 volumes
The Marshall Cavendish Encyclopedia of Health New York: Marshall Cavendish, 1998. 14 volumes
The Encylcopedia of Health New York: Marshall Cavendish, 2003. 16 volumes
Izenburg, Neil. Human Diseases and Conditions. New York: Charles Scribners Sons, 2000. 4 volumes
McGrath, Kimberley. The Gale Encylcopedia of Science San Fransisco: Gale Group, 2001. 6 volumes
Encyclopedia Americana: International Edition. Danbury: Grolier, 1999 - 27 volumes
Knapp, Brain. Science Matters. Danbury: Grolier, 2003 11 volumes
The Visual Dictionary of Human Anatomy New York: DK Publishing, 1996.

Preuss School UCSD
Pre and Posttest Scores

Class/Insructor	# of Students	Pretest	Posttest	% Change
Hersh 4/6/2005	22	55%	85%	30%
Smieja 4/20/2005	25	60%	81%	21%
Cole 4/20/2005	23	63%	88%	25%

Preuss School Lung Express Peer Trainer Project

> **STUDENT PEER TRAINER PROJECT**
> **EVALUATION**
> February 2005 – April 2005
> ALA/UCSD Medical Center Library

The contents of this evaluation will remain confidential. Your name is not required. After you have completed your evaluation, please submit it to Meghan Kaheny, Librarian.
Thanks!

CIRCLE the response that best describes your evaluation.

1. **The peer trainer project goals were clearly explained from the beginning.**
a) Strongly agree b) Agree c) Somewhat agree d) Disagree e) Strongly disagree

2. **Each of the training modules prepared me for the final training presentations with students.**
a) Strongly agree b) Agree c) Somewhat agree d) Disagree e) Strongly disagree

IF YOU DISAGREE: Which modules needed improvement:
[CIRCLE your response (s)]
a) Lung physiology and respiratory system
b) Respiratory system and lung health resources, Medline, ToxTown, library materials.
c) American Lung Association Modules: Tobacco Marketing, and Lung Express exhibits.

3. **I would recommend this peer trainer program to other 12th grade students interested in health topics or other related science disciplines.**
a) Strongly agree b) Agree c) Somewhat agree d) Disagree e) Strongly disagree

4. **Briefly explain why you participated in this project:**

(Use the back of this form to complete your answer, if necessary.)

5. **Generally speaking, this project:**

a) Exceeded my expectations b) Met my expectations c) Not what I expected
d) Did not meet my expectations.

Lung Express Peer Trainers at their first training session.

Dr. Barry Winn, UCSD Respiratory Therapy Education Coordinator, conducted the trainer's first session on lung physiology and the respiratory system.

**The first peer trainer-led teaching event, involved a group of ninth grade students.
(April 6th)**

Another peer trainer team instructing a group of ninth grade students in the "classroom" segment of the training. After this 30 minute session, students were divided into smaller groups (not more than 10-15) and rotated through 3 different sections: Tobacco marketing, Lung Express exhibits, asthma video.

Here, peer trainers inform students regarding the various tobacco marketing strategies. This was one of the breakout sessions.

Students are on the Lung Express. During this segment of the rotations, peer trainers demonstrated the various exhibits and quizzed them afterwards.

This was the final activity for the students. The parachute represents the mass of the human lung alveoli. After this event, students were thanked for their participation in the project and given a Lung Express t-shirt.

For their hard work, dedication and skill in mastering the Lung Express curriculum, online and print resources, and lung physiology, the peer trainers received a Certificate of Achievement and some other goodies too.

APPENDIX C:

LETTERS AND ARTICLES

Watch Your Language

Heidi T. Sandstrom

Abstract

The Pacific Southwest Regional Medical Library of the National Network of Libraries of Medicine (NN/LM) hosted a one-day educational symposium entitled "Stake Your Claim to Health Literacy" in January 2004. The symposium focused on the practical knowledge and tools needed to participate in health literacy initiatives within the health care and health information environments. It provided a unique opportunity for the participants—medi-cal librarians, public librarians, health care interpreters, and health edu-cators—to hear from experts and to learn about potential health literacy partners. The event, cosponsored by three regional chapters of the Medical Library Association, preceded theirjoint meeting in Sacramento, California. An advisory group of library and literacy professionals from the NN/LM Pacific Northwest and Pacific Southwest Regions, along with a second-year National Library of Medicine associate fellow, planned, implemented, and evaluated the symposium.

Introduction

In January 2004 the Pacific Southwest Regional Medical Library of the National Network of Libraries of Medicine (NN/LM) hosted a one-day educational symposium entitled "Stake Your Claim to Health Literacy." The symposium focused on the practical knowledge and tools needed to participate in health literacy initiatives within the health care and health information environments. It provided a unique opportunity for the par-ticipants—medical librarians, public librarians, health care interpreters,

and health educators—to hear from experts and to learn about potential health literacy partners. This article provides an overview of developments in health literacy over the past few decades and discusses the symposium, from planning to evaluation.

Overview of Health Literacy

Language is defined as "the method of human communication, either spoken or written, consisting of the use of words in an agreed way; a professional or specialized vocabulary" (Abate, 1998, p. 456). For many years public librarians and adult educators have been involved in the written aspect of communication (that is, the ability to read and write) through various literacy programs. More recently, health professionals have become aware of the work of adult educators and have begun working with them to enhance the public's health literacy and to develop readable health information resources. In 2003 the medical library community began to take steps to define its role in lowering the barriers of language and culture for those trying to access health information.

The term *health literacy* was first used in 1974 (Simonds, 1974), and links between illiteracy and health were subsequently noted in articles written in the decades that followed. According to Rima Rudd, a Harvard researcher and principal investigator for the National Center for the Study of Adult Learning and Literacy (NCSALL), "Dozens of articles in the 1980s and scores of articles in the early 1990s offered

evidence that written documents in the health field were very demanding and were often assessed at reading levels beyond high school" (NCSALL, 2002). But with several key publications health literacy began to garner national attention. The U.S. Department of Health and Human Services (HHS) Centers for Disease Control and Prevention published *Literacy and Health in the United States* in 1991, stressing the importance of literacy to health. In 1993 findings from the National Adult Literacy Survey (NALS) were published, indicating that half of the U.S. adult population, representing approximately 90 million adults, has limited literacy skills. The NALS measured functional literacy, defined as "an individual's ability to read, write and speak in English, and compute and solve problems at levels of proficiency necessary to function on the job and in society, to achieve one's goals, and to develop one's knowledge and potential" (Kirsch, Jungeblut, Jenkins, & Kolstad, 1993, p. 3). In 2000 the U.S. Department of Health and Human Services launched *Healthy People 2010,* a set of health objectives for the nation to achieve over the first decade of the new century (U.S. Department of Health and Human Services, 2000). For the first time a health communication focus area was included in the specific objective to "Improve the health literacy of persons with inadequate or marginal literacy skills" (U.S. Department of Health and Human Services, 2000). *Healthy People 2010* built on the definition of functional literacy by relating it to health tasks. It defined health literacy

as, "the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions" (U.S. Department of Health and Human Services, 2000).

In that same year, 2000, it is notable that the National Library of Medicine published "Health Literacy" in its *Current Bibliographies in Medicine* (CBM) series (National Library of Medicine, 2000). Since the mid-1990s Pfizer, a U.S. pharmaceutical company, has been committed to raising awareness of the health literacy issue and developing solutions for addressing this public health problem. Pfizer has defined health literacy as "the ability to read, understand, and act on health information" (Pfizer, 2004). In 1998 the American Medical Association (AMA) "became the first national medical organization to adopt a policy recognizing that limited patient literacy affects medical diagnosis and treatment. The AMA Foundation has since been working to raise awareness of health literacy within the health care community" (AMA Foundation, n.d.). Finally, in 2003 the Medical Library Association (MLA) formed a Health Information Literacy Task Force to formulate an organizational response to health literacy (MLA Net, 2003a).

The Symposium

As a result of growing interest and initiatives, the Pacific Southwest Regional Medical Library sponsored a day-long regional symposium, which focused on language and cultural access to health information and provided an overview of health literacy research and key initiatives. The goals for the symposium were to build on the foundation provided by the September 2003 MLA satellite teleconference, *Reading Between the Lines: Focusing on Health Information Literacy*—to provide participants with practical tools and skills and to help them identify specific actions they could take in support of clear communication and improving access to resources that are linguistically and culturally appropriate (MLA Net, 2003b). Participants learned how organizations and individuals are responding to the need for health literacy initiatives and how they could respond to the need for increased language access, improved readability, and easy to read resources in health information. The specific objectives of the symposium were

.   • Distinguish between health literacy and health information literacy
.   • Learn how MLA and NLM are responding to health literacy needs
.   • View the context of health literacy from a variety of perspectives
.   • Be able to select appropriate materials to support health literacy
.   • Identify potential partners/actions

The morning session of the symposium featured speakers from the Medical Library Association, the National Library of Medicine, and the University of California, San Francisco. Neil Rambo, then associate director of the NN/LM Pacific Northwest Region and chair of the Health Information

Literacy Task Force of the Medical Library Association, opened the morning session with his address, "Putting the Information into Health Literacy." He highlighted key activities of the task force, which include defining the medical librarian's role in health literacy, developing a communication/advocacy kit, and promoting partnerships with other organizations involved in health literacy initiatives. More information about the task force and its activities can be found at http://www.mlanet.org/resources/healthlit/index.html.

Joyce Backus from the National Library of Medicine followed Neil Rambo with her presentation on NLM's efforts to identify and make available easy to read health information pages on MedlinePlus and NIHSeniorHealth (http://nihseniorhealth.gov) Web sites. MedlinePlus also offers interactive tutorials in English and Spanish in addition to the low-literacy written materials. More information about these resources can be found at http://www.medlineplus.gov.

The keynote address was delivered by Dean Schillinger, M.D. An associate professor of medicine at the University of California, San Francisco (UCSF), Dr. Schillinger has been heavily involved in research on clear health communication. He presented results of investigations performed at UCSF dealing with patient-provider communication. His research suggests that, despite efforts to improve communication and reduce the use of medical jargon, effective communication between physicians and their patients is still lacking. He referenced recent findings from a pilot study of the California Literacy Initiative. According to the report of key findings, "The study found that low literate adults in California are marginalized by the health care system because the process of obtaining health care requires specialized knowledge that only highly literate individuals can easily and consistently access" (*Low Literacy, High Risk,* n.d.). Dr. Schillinger concluded his address by outlining educational, practical, and policy imperatives.

The morning panel and afternoon breakout sessions delivered practical knowledge and tools in health literacy. Audrey Riffenburgh, a nationally recognized specialist in health literacy and plain language, addressed features and limitations of formulas for assessing the readability of health information and taught participants how to use the Simplified Measure of Gobbledygoop (SMOG) readability formula to analyze reading levels by hand. Beth Wescott, a medical librarian who has been working in the area of health literacy since the early 1990s, spoke about laws, regulations, and cost ramifications concerning low health literacy, focusing on the area of informed consent. Christine Wilson Owens, an anthropologist who manages small grant projects for the ethnic medicine Web site, EthnoMed (http:// ethnomed.org), addressed audience, standards, practices, and guidelines for translated and culturally appropriate materials. Sabrina Kurtz-Rossi, a health educator and director of the LINCS Health & Literacy Special Collection (*LINCS,* 2004), highlighted nonprint resources that are available to low-literate adults. The symposium concluded with "elevator talks" from

the various exhibitors in attendance. The exhibitors represented California Healthcare Foundation, California Healthcare Interpreters Association, California Literacy, EPA Associates, Institute for Healthcare Advancement, and Kaiser Permanente.

The Planning Process

Planning for the symposium began in January of 2003 with a fact-finding trip to Vision Literacy (*Vision Literacy,* n.d.), an organization that provides innovative literacy services for adults in Santa Clara County, located in northern California. Vision Literacy began in 1985 as the Reading Program, targeting adults in the county who were having difficulties with reading, writing, and basic math skills. The program was an early member of the State Library's California Literacy Campaign. What makes Vision Literacy unique is its health literacy program, which operates out of two Community Learning Centers (CLCs) in the county in a partnership between Vision Literacy, PlaneTree Health Library (*PlaneTree,* 2004), and Santa Clara Valley Medical Center. These centers provide access to free health information and adult literacy services and also provide health information resources to the general public.

Through meetings with executive director Pat Lawson-North and her staff;with Candace Ford, the health librarian at PlaneTree; and with literacy tutors and learners, a clearer understanding emerged of the

problem of health literacy and of the strengths of this kind of partnership in addressing it. A symposium targeting the medical library community seemed like the ideal way to not only raise awareness of health literacy but also to get potential partners together to network.

Discussions with the 2004 joint meeting planning committee followed the visit to Vision Literacy. Three Medical Library Association chapters— Northern California and Nevada Medical Library Group, Medical Library Group of Southern California and Arizona, and the Pacific Northwest Chapter—would be represented at the 2004 joint meeting in Sacramento. Holding a one-day symposium in conjunction with this meeting would take advantage of the gathering of medical librarians from Alaska, Arizona, California, Idaho, Montana, Nevada, Oregon, and Washington. The proposal was well-received and planning got underway. An advisory group of library and literacy professionals from the NN/LM Pacific Northwest and Pacific Southwest Regions was formed. The Symposium Advisory Group met in August 2003 at the University of California at Los Angeles (UCLA) Biomedical Library to plan the one-day event. Members of the group included Marilyn Hall, Health Sciences/Reference Librarian at San Diego State University; Florence Jakus, Health Sciences Librarian at Las Vegas Clark County Library District; Dolores Judkins, head of Research & Reference Services at Oregon Health & Science University Library; Gail Kouame, Consumer Health Information Coordinator of the NN/LM Pacific North

west Region; Pat Lawson-North, executive director of Friends of Vision Literacy; and Heidi Thiessen Sandstrom, interim associate director of the NN/LM Pacific Southwest Region (and chair of the group). The advisory group meeting was also attended by Beverly Treumann, president of the California Healthcare Interpreters Association, who provided an overview of the profession and relevant legislation and standards as well as insight into the information needs of health care interpreters. The group was later joined by Natalie Kamper, a second-year National Library of Medicine Associate fellow, who assisted with the symposium.

Outcome

The symposium was attended by over 100 participants and included medical librarians, public librarians, health care interpreters, and health educators. Post-symposium survey respondents gave the symposium extremely high marks for meeting its objectives, for the instructional resources used, and for the symposium content. No respondent graded the day-long event below an "A." In addition to providing context and practical tools for communication and resource selection, participants were able to network with potential partners from other professions who shared a common goal of promoting health literacy. The medical librarians present were interested in the response of their professional association, the Medical Library Association, to health literacy. The speaker from the National Library of Medicine received feedback from participants about establishing standards for easy to read materials on the MedlinePlus consumer health information Web site, and NLM now plans to create a Web page to tell organizations how to make their sites easy to read and how to label their materials so that MedlinePlus selectors know that their materials are easy to read. Finally, participants were encouraged to take steps to foster health literacy in their communities, including raising awareness and knowledge among those delivering health information in parent organizations; showing how to find easy-to-read health information resources in library collections and on the Internet (MedlinePlus.gov is a good place to start); distributing materials to staff, patients, and members of the public that promote clear communication; and conducting an event with a literacy partner in the community.

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March 21, 2005

Daymon Doff, CEO
Petaluma Health Care District
1360 N. McDowell Blvd.
Petaluma, CA 94954

Dear Mr. Doff,

I am writing to ask the District to continue its support of the Redwood Health Library in Petaluma. The Redwood Health Library has been a valued member of the National Network of Libraries of Medicine (NN/LM), a service of the National Library of Medicine, over the past decade. It has done an excellent job of meeting the public's health information needs in a unique and strategic location in Northern California, and has been a significant partner in resource sharing and outreach in the Pacific Southwest Region.

In 2002, the Library was awarded NN/LM funding for its *Petaluma Health Information Access* project. This project identified television and video programming which covers finding and evaluating health information, and targets Spanish-only speakers and consumers with low literacy levels. Partnering with local television station Petaluma Community Access, television and video programs in English and Spanish were broadcast on the local cable channel. These programs informed viewers on how to access local health services, including the Redwood Health Library and the Petaluma Health Center; how to find and evaluate health information; and basic prevention, wellness, and self-care issues. The project made a significant contribution to your community by improving public access to health information.

These services at the Library could only be provided and can only be sustained in the future by a professional librarian, who has the knowledge, skill, and experience to help consumers find, evaluate, and use health information to make informed healthcare decisions. A July 3, 2003 Wall Street Journal article stated, "…as many as half of all adults in all socio-economic levels struggle with health literacy…." Those adults who do not have the support to understand and use health information, suffer personally, and contribute to the economic burden of healthcare delivery in local communities and nationally.

I urge you to continue to support the valuable services the Redwood Health Library provides to your community.

Sincerely,

Heidi Thiessen Sandstrom, RN, MLIS
Associate Director
National Network of Libraries of Medicine
Pacific Southwest Region